NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 10, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	27.3	23,180
2	DYNASTY	26.5	22,500
3	AMERICAN MUSIC AWARDS(S)	25.8	21,900
4	DALLAS	25.6	21,730
4	60 MINUTES	25.6	21,730
6	FAMILY TIES	24.8	21,060
7	A TEAM	24.0	20,380
8	ABC MONDAY NIGHT MOVIE#	23.1	19,610
9	SIMON & SIMON	22.5	19,100
10	HOTEL#	22.4	19,020
10	KNOTS LANDING	22.4	19,020
12	CBS SPECIAL MOVIE PRESNT.(S)	21.8	18,510
12	NBC MONDAY NIGHT MOVIES	21.8	18,510
14	MURDER, SHE WROTE	21.0	17,830
14	RIPTIDE	21.0	17,830
16	CRAZY LIKE A FOX#	20.7	17,570
17	FALCON CREST	20.2	17,150
17	HIGHWAY TO HEAVEN	20.2	17,150

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	21.8	48,530
2	AMERICAN MUSIC AWARDS(S)	21.7	48,160
3	FAMILY TIES	19.6	43,580
4	A TEAM	18.5	41,070
5	CBS SPECIAL MOVIE PRESNT.(S)	16.2	36,130
6	DYNASTY	16.2	36,070
7	60 MINUTES	15.7	34,890
8	TV BLOOPERS & PRAC. JOKES#	15.3	34,010
9	NBC MONDAY NIGHT MOVIES	15.1	33,630
10	RIPTIDE	14.8	32,920
11	DALLAS	14.8	32,810
12	SIMON & SIMON	14.4	32,040
13	HIGHWAY TO HEAVEN	14.4	32,020
14	KNIGHT RIDER	14.4	32,000
15	CHEERS	14.2	31,600
16	ABC MONDAY NIGHT MOVIE#	13.7	30,490
17	KNOTS LANDING	13.6	30,180

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DYNASTY	23.9	21,170
2	BILL COSBY SHOW	23.3	20,640
3	AMERICAN MUSIC AWARDS(S)	21.6	19,150
4	DALLAS	21.6	19,140
5	ABC MONDAY NIGHT MOVIE#	21.1	18,660
6	FAMILY TIES	20.4	18,100
6	HOTEL#	20.4	18,100
8	KNOTS LANDING	20.3	17,950
9	CBS SPECIAL MOVIE PRESNT.(S)	18.7	16,590
9	60 MINUTES	18.7	16,590
11	HIGHWAY TO HEAVEN	18.1	16,030
12	A TEAM	17.8	15,760
13	SIMON & SIMON	17.6	15,630
14	TV BLOOPERS & PRAC. JOKES#	17.5	15,510
15	FALCON CREST	17.4	15,400
16	MURDER, SHE WROTE	16.7	14,800
17	TRAPPER JOHN, M.D.#	16.4	14,550

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	20.4	16,320
2	NBC MONDAY NIGHT MOVIES	18.6	14,850
3	AMERICAN MUSIC AWARDS(S)	17.7	14,130
4	A TEAM	16.8	13,430
5	BILL COSBY SHOW	16.4	13,090
6	CBS SPECIAL MOVIE PRESNT.(S)	16.3	13,050
7	AIRWOLF	14.5	11,600
8	ABC SUNDAY NIGHT MOVIE	14.5	11,590
9	RIPTIDE	14.4	11,510
10	FAMILY TIES	14.2	11,380
11	SIMON & SIMON	14.2	11,320
12	DALLAS	14.1	11,270
13	CRAZY LIKE A FOX#	13.8	11,010
13	DYNASTY	13.8	11,010
15	REMINGTON STEELE	13.3	10,650
16	MURDER, SHE WROTE	13.2	10,530
17	HILL STREET BLUES	12.6	10,090
17	TRAPPER JOHN, M.D.#	12.6	10,090

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 10, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	AMERICAN MUSIC AWARDS(S)	24.3	13,560
2	BILL COSBY SHOW	22.5	12,570
3	DYNASTY	22.2	12,360
4	FAMILY TIES	21.2	11,830
5	ABC MONDAY NIGHT MOVIE#	20.3	11,330
6	TV BLOOPERS & PRAC. JOKES#	19.0	10,620
7	KNOTS LANDING	18.4	10,240
8	CBS SPECIAL MOVIE PRESNT.(S)	17.6	9,830
9	DALLAS	17.3	9,660
10	CHEERS	17.3	9,630
11	ABC SUNDAY NIGHT MOVIE	17.2	9,600
12	HOTEL#	17.0	9,460
13	RIPTIDE	16.8	9,350
14	HILL STREET BLUES	16.7	9,320
15	A TEAM	16.3	9,090
16	ST. ELSEWHERE#	15.5	8,670
17	NBC MONDAY NIGHT MOVIES	15.2	8,500

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	31.5	8,570
2	DALLAS	31.1	8,470
3	DYNASTY	27.6	7,510
4	FALCON CREST	26.8	7,290
5	HOTEL#	26.4	7,190
6	MURDER, SHE WROTE	26.0	7,090
7	LOVE BOAT	24.7	6,730
8	TRAPPER JOHN, M.D.#	24.4	6,650
9	BILL COSBY SHOW	24.3	6,620
10	KNOTS LANDING	23.9	6,510
11	CRAZY LIKE A FOX#	23.7	6,460
12	HIGHWAY TO HEAVEN	23.5	6,400
13	R.KENNEDY & HIS TIMES,PT3(S)	23.4	6,370
14	ABC MONDAY NIGHT MOVIE#	22.9	6,230
15	SIMON & SIMON	22.7	6,190
16	A TEAM	21.3	5,810

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	AMERICAN MUSIC AWARDS(S)	21.0	11,350
2	NBC MONDAY NIGHT MOVIES	17.2	9,270
3	A TEAM	16.2	8,780
4	BILL COSBY SHOW	16.2	8,760
5	60 MINUTES	16.0	8,630
6	ABC SUNDAY NIGHT MOVIE	15.0	8,120
7	CBS SPECIAL MOVIE PRESNT.(S)	14.9	8,080
8	RIPTIDE	14.9	8,040
9	MIAMI VICE	14.7	7,940
10	AIRWOLF	14.6	7,900
11	FAMILY TIES	14.5	7,840
12	HILL STREET BLUES	14.4	7,780
13	REMINGTON STEELE	14.3	7,720
14	CHEERS	12.6	6,820
15	NIGHT COURT	12.0	6,500
16	KNIGHT RIDER	12.0	6,470
17	NBA ALLSTAR GAME(S)	11.7	6,350
18	SIMON & SIMON	11.4	6,170

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	31.7	6,560
2	DALLAS	23.0	4,760
3	NBC MONDAY NIGHT MOVIES	21.4	4,430
4	MURDER, SHE WROTE	21.0	4,350
5	SIMON & SIMON	20.8	4,300
6	DYNASTY	20.2	4,170
7	CRAZY LIKE A FOX#	20.1	4,160
8	R.KENNEDY & HIS TIMES,PT3(S)	19.7	4,080
9	A TEAM	19.5	4,030
10	HIGHWAY TO HEAVEN	19.3	3,980
11	CBS EVENING NEWS-RATHER	19.0	3,930
12	MAGNUM, P.I.	18.9	3,900
13	TRAPPER JOHN, M.D.#	18.2	3,770
14	R.KENNEDY & HIS TIMES,PT2(S)	18.2	3,760
15	CBS SPECIAL MOVIE PRESNT.(S)	18.1	3,750
16	LOVE BOAT	17.9	3,710
17	HOTEL#	17.9	3,700
18	FALCON CREST	17.7	3,650

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
•EVENING																										
A TEAM	17	211	208	A	24.0	34	2038	2015	704	332	774	218	447	413	391	284	659	236	431	407	316	198	204	77	378	265
TUE. 8.00P 60 NBC A		99	99	B	22.3	34	1893	1941	679	274	735	236	436	408	363	252	691	243	441	406	336	209	187	65	328	227
8.00 - 8.30				A	23.2	33	1970	2018	697	320	769	214	430	409	386	293	664	234	432	407	321	206	200	75	385	264
8.30 - 9.00				A	24.9	35	2114	1996	708	342	775	220	459	413	393	278	650	233	427	404	309	189	204	78	367	265
ABC BUSINESS BRIEF-MON	7		199	A	16.9	23	1435	1872	805	345	944	346	579	507	386	328	582	221	317	332	225	237	114^	36v	232	127^
2 MON. 8.58P 1 ABC N			97	B	17.2	25	1460	1719	617	261	683	234	427	379	339	214	769	313	493	419	337	226	115	45	152	99
ABC BUSINESS BRIEF-WED	17	207	200	A	20.4	29	1732	1849	782	318	847	301	507	427	348	305	601	185	348	347	307	209	122	45^	279	195
1 WED. 8.58P 1 ABC N		99	99	B	21.2	31	1800	1800	718	279	808	294	474	390	342	295	632	242	393	340	273	203	128	56	232	147
2 WED. 8.32P 1																										
ABC BUSINESS BRIEF-FRI	17	207	207	A	17.5	26	1486	1825	793	359	913	296	500	447	402	363	451	148	247	263	228	159	113	84^	348	211
FRI. 8.42P 1 ABC N		99	99	B	17.2	27	1460	1809	774	334	870	293	483	452	391	327	467	148	257	257	230	172	149	87	323	208
ABC MONDAY NIGHT MOVIE	5		205	A	23.1	33	1961	1555	826	397	951	353	576	500	409	319	443	180	270	222	174	159	143	116^	18v	12v
2 MON. 9.00P 120 ABC FF			99	B	17.9	28	1520	1603	784	322	877	285	513	478	431	295	547	181	313	279	260	188	111	68	68	49
9.00 - 9.30				A	21.8	30	1851	1577	804	365	927	334	544	481	388	335	446	175	246	219	175	172	168	124^	36^	36^
9.30 - 10.00				A	23.4	32	1987	1556	820	386	944	352	574	506	409	311	417	170	250	208	157	156	166	122^	29v	14v
10.00 - 10.30				A	23.5	33	1995	1530	834	412	961	365	595	504	417	310	438	173	277	221	184	152	124^	114^	7v	LT
10.30 - 11.00				A	23.5	35	1995	1560	853	425	976	363	599	512	422	319	471	202	308	240	181	156	113^	102^	LT	LT
ABC NEWSBRIEF-MON	6	201	201	A	24.2	35	2055	1784	771	402	892	371	592	503	364	248	557	246	416	351	248	124	220	147	115	80
MON. 10.01P 1 ABC N		99	98	B	18.6	28	1579	1686	768	332	865	299	518	478	408	279	589	213	373	325	276	171	135	86	97	70
ABC NEWSBRIEF-TUE	18	204	204	A	14.7	22	1248	1548	709	305	790	301	474	433	356	248	587	243	404	387	264	162	111	62^	60^	40^
TUE. 9.58P 1 ABC N		99	99	B	12.9	20	1095	1629	762	318	852	322	514	441	375	276	557	202	349	313	262	172	147	97	73	48
ABC NEWSBRIEF-WED	18	206	197	A	21.6	31	1834	1701	820	319	903	316	522	444	397	331	518	158	289	284	262	188	98	43^	182	129
1 WED. 9.58P 1 ABC N		98	96	B	23.0	35	1953	1677	838	335	949	349	567	483	404	329	551	219	330	287	223	184	95	56	82	50
2 WED. 8.58P 1																										
ABC NEWSBRIEF-THU	18	198	189	A	11.6	17	985	1707	860	406	911	317	587	520	451	273	548	207	343	307	246	159	151	74^	97^	87^
THU. 9.58P 1 ABC N		98	97	B	12.9	20	1095	1687	719	312	802	255	454	428	392	277	602	194	357	348	298	192	152	81	131	89
ABC NEWSBRIEF-FRI	18	201	204	A	12.1	18	1027	1848	740	314	856	324	516	438	355	272	607	174	316	333	355	226	142	61^	243	179
FRI. 9.58P 1 ABC N		98	99	B	11.9	19	1010	1732	640	269	719	246	426	400	340	237	645	225	395	363	316	200	142	66	226	162
ABC NEWSBRIEF-SAT.	18	206	205	A	16.9	27	1435	1595	745	279	853	206	348	332	357	451	478	92	196	196	244	246	140	85^	124	89
1 SAT. 9.55P 1 ABC N		99	99	B	15.1	25	1282	1660	788	284	878	238	402	379	376	418	516	134	249	239	249	231	132	85	134	94
2 SAT. 9.58P 1																										
ABC NEWSBRIEF-SUN.	18	202	208	A	19.1	27	1622	1811	754	375	824	331	585	492	429	187	723	283	511	454	380	167	127	55^	137	105
1 SUN. 9.53P 1 ABC N		98	99	B	17.5	27	1486	1890	718	327	781	314	535	469	372	191	798	342	565	492	371	183	166	72	145	96
2 SUN. 9.56P 1																										
ABC SPORTS UPDATE-SAT	17	207	208	A	14.6	23	1240	1594	675	299	810	193	346	308	370	421	550	139	270	252	260	253	142	50^	92^	65^
SAT. 8.58P 1 ABC SN		99	99	B	13.4	22	1138	1766	779	299	863	229	404	377	389	407	581	142	286	288	284	254	135	73	187	118
ABC SPORTS UPDATE-SUN	16	206	208	A	17.4	24	1477	1842	771	416	842	322	595	507	452	199	692	261	473	426	374	171	159	65^	149	127
1 SUN. 8.56P 2 ABC SN		99	99	B	17.4	25	1477	1979	741	348	813	328	544	481	380	214	770	315	532	485	370	190	185	84	211	144
2 SUN. 9.00P 2																										
ABC SUNDAY NIGHT MOVIE	16	208	208	A	19.0	27	1613	1827	767	403	841	331	596	508	438	192	718	278	502	451	381	170	137	55^	131	104
1 SUN. 8.00P 168 ABC FF		99	99	B	18.2	28	1545	1931	747	344	816	336	565	486	382	197	759	322	543	469	354	170	181	82	175	117
2 SUN. 8.00P 180																										
8.00 - 8.30				A	16.7	23	1418	1947	748	420	823	327	584	491	422	196	734	279	495	455	383	189	176	71^	214	153
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ABC SUNDAY NIGHT M-CONT'D																										
8.30 - 9.00				A	17.6	24	1494	1905	752	429	830	324	585	501	428	198	728	290	505	463	375	173	176	75^	171	133
9.00 - 9.30				A	19.2	27	1630	1853	789	420	856	328	614	525	460	194	715	271	498	439	383	174	147	67^	135	109
9.30 - 10.00				A	19.7	28	1673	1825	766	391	834	327	590	497	440	195	721	270	505	449	392	172	132	57^	138	107
10.00 - 10.30				A	20.6	31	1749	1748	751	372	830	329	589	502	431	183	729	289	521	467	390	164	107	39^	82	73
10.30 - 11.00				A	20.4	33	1732	1711	794	395	872	351	616	534	451	189	691	273	497	426	370	158	94	28^	54^	51^
ABC THURSDAY NIGHT MOVIE	13	198	192	A	12.2	17	1036	1822	846	436	913	357	625	529	430	244	539	206	361	328	242	144	177	88^	193	140
THU. 8.00P 120 ABC FF		98	98	B	12.8	19	1087	1822	746	340	849	317	536	470	390	255	598	212	392	371	297	159	177	93	198	140
8.00 - 8.30				A	10.7	15	908	1913	840	405	918	344	621	519	438	258	579	225	398	375	257	153	156	64^	260	185
8.30 - 9.00				A	11.9	17	1010	1926	827	439	905	356	626	526	426	235	549	185	368	351	266	148	197	99^	275	184
9.00 - 9.30				A	12.8	18	1087	1703	832	433	889	344	603	510	428	244	503	195	326	284	221	140	172	89^	139	102^
9.30 - 10.00				A	13.5	19	1146	1754	873	456	930	381	646	550	424	239	530	216	349	314	231	137	179	95^	115	103^
ABC WORLD NEWS TONIGHT	90	207	205	A	11.9	19	1010	1585	686	244	746	190	356	365	355	323	645	184	363	328	318	249	82	50^	112	64
M-F 6.30P 30 ABC N		99	99	B	11.4	20	968	1573	700	244	763	182	344	343	357	351	624	181	340	318	302	242	73	40	113	67
ABC WRLD NEWS TONIGHT-SAT	6	196	196	A	10.2	18	866	1557	622	220	745	179	297	269	345	372	632	148	307	319	294	277	54^	29v	126^	82^
SAT. 6.30P 30 ABC N		98	98	B	11.0	19	934	1592	648	222	740	183	304	291	333	369	667	172	334	339	301	285	58	29	127	84
ABC WRLD NEWS TONIGHT-SUN	14	165	163	A	9.5	16	807	1800	713	228	758	153^	319	329	410	355	823	250	466	391	385	308	92^	49^	127^	102^
SUN. 6.30P 30 ABC N		90	86	B	8.4	14	713	1641	717	213	779	194	349	340	341	377	645	153	302	274	290	308	86	58	131	91
AIRWOLF	3	202	206	A	15.9	25	1350	2030	685	299	786	258	512	473	414	214	861	315	587	529	444	238	138	35^	245	188
SAT. 9.00P 60 CBS A		99	99	B	16.0	25	1358	2028	684	295	781	266	513	470	397	207	823	308	561	513	424	219	173	53	251	186
9.00 - 9.30				A	15.3	24	1299	2050	681	307	781	265	511	467	404	211	853	320	578	515	434	238	144	35^	272	211
9.30 - 10.00				A	16.5	26	1401	1998	684	290	784	254	510	476	420	212	861	305	589	544	454	234	134	32^	219	167
ALICE	5	204	205	A	11.5	16	976	1372	668	228	769	154	286	313	351	423	424	140	197	169	140	210	88^	59^	91^	64^
TUE. 8.30P 30 CBS CS		99	99	B	11.2	16	951	1561	690	277	802	178	318	321	351	425	464	145	206	170	181	236	157	82	138	92
ALICE(B)			196	A	6.6	11	560	1134	596	110v	596	LT	142^	206^	353^	390^	496	168^	277^	255^	165^	219^	42v	42v	LT	LT
2 WED. 10.30P 23 CBS CS			96																							
ALL-TIME GRTST TV BLOOPS(S)		205		A	16.7	25	1418	1915	732	326	815	331	511	464	318	250	574	235	365	316	251	174^	241	87^	285	231
1 FRI. 8.00P 60 NBC CV		99																								
8.00 - 8.30				A	16.6	25	1409	1896	737	330	819	324	508	459	319	258	561	228	351	309	250	174^	226	67^	290	240
8.30 - 9.00				A	16.8	25	1426	1928	729	321	809	337	512	468	316	241	588	245	382	323	250	174	252	107^	279	221
AMERICAN MUSIC AWARDS(S)		207		A	25.8	37	2190	2199	761	415	875	387	620	532	343	204	647	288	519	442	312	102^	370	216	307	222
1 MON. 8.00P 180 ABC AC		99																								
8.00 - 8.30				A	24.7	35	2097	2298	767	402	885	358	593	515	345	244	576	246	459	398	296	91^	405	228	432	303
8.30 - 9.00				A	26.3	36	2233	2429	786	416	894	382	632	547	357	211	614	252	490	420	321	95^	438	248	483	340
9.00 - 9.30				A	26.4	36	2241	2259	766	401	872	393	624	533	337	197	648	282	520	434	314	106^	432	258	307	216
9.30 - 10.00				A	26.6	37	2258	2125	757	429	867	396	619	521	325	199	640	283	515	431	308	100^	374	221	244	170
10.00 - 10.30				A	26.0	38	2207	2033	735	416	850	395	612	520	329	189	679	325	555	486	312	95^	303	173	201	154
10.30 - 11.00				A	24.8	39	2106	2032	760	431	876	396	634	547	364	189	712	344	573	482	311	108^	262	163	182	142
AMERICAN PORTRAIT	47	204	204	A	15.8	22	1341	1565	734	259	798	188	343	354	374	389	549	133	260	262	268	253	107	55	111	81
1 MTUTH 8.58P 1 CBS DO		99	99	B	16.6	25	1409	1694	738	275	815	234	417	400	369	347	550	164	305	291	268	210	121	58	208	137
2 TU&TH 8.58P 1																										
BENSON	18	208	208	A	16.8	26	1426	1754	769	294	875	269	446	405	385	377	486	143	237	248	242	201	102	67^	291	168
FRI. 8.00P 30 ABC CS		99	99	B	16.2	27	1375	1745	767	312	869	265	445	415	387	363	506	154	257	250	243	207	124	74	246	155

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

1ST FEB. 1985 REPORT

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BERRENGER'S	6	198	195	A	9.3	16	790	1803	728	382	817	265	484	456	397	260	543	206	368	339	294	139^	265	157^	178	124^
SAT. 10.00P 60 NBC GD		99	98	B	10.3	17	874	1748	764	356	830	289	504	465	393	258	521	197	330	302	259	151	195	128	202	155
10.00 - 10.30				A	9.4	16	798	1898	740	379	827	277	489	463	395	264	556	207	380	355	305	142^	282	166	233	170
10.30 - 11.00				A	9.2	16	781	1691	712	378	799	252	473	449	395	251	528	205	354	320	277	137^	248	148^	116^	74^
BILL COSBY SHOW	20	205	205	A	27.3	39	2318	2094	769	346	892	304	542	492	410	287	565	230	377	324	256	155	296	168	341	238
THU. 8.00P 30 NBC CS		99	99	B	22.8	35	1936	2054	778	344	877	328	546	489	388	269	563	220	370	335	258	154	276	155	338	227
CAGNEY & LACEY	15	203	206	A	13.8	21	1172	1391	720	290	793	203	376	365	365	369	471	138	252	250	225	191	96^	42^	31^	31^
MON. 10.00P 60 CBS OP		99	99	B	17.3	28	1469	1436	751	300	849	274	467	425	382	331	466	152	280	266	231	159	81	48	40	33
10.00 - 10.30				A	13.8	20	1172	1399	719	284	787	208	373	364	355	364	476	143	256	253	225	194	95^	42^	41^	40^
10.30 - 11.00				A	13.8	21	1172	1369	718	291	794	200	377	365	370	371	457	128	242	244	225	186	98^	40^	20v	20v
CALL TO GLORY	3	206		A	9.6	16	815	1481	639	263^	780	203^	414	414	423	280^	586	188^	327	299^	271^	218^	71v	57v	44v	28v
1 TUE. 10.00P 60 ABC GD		99		B	10.2	17	866	1512	725	317	859	328	519	441	374	265	566	157	324	336	309	183	47	29	40	16
10.00 - 10.30				A	9.8	16	832	1549	655	265^	800	207^	419	415	429	297^	621	203^	361	334	296^	218^	79^	66v	49v	27v
10.30 - 11.00				A	9.3	16	790	1415	623	257^	759	196^	410	413	422	263^	552	175^	294^	264^	245^	217^	65v	49v	39v	26v
CBS EVENING NEWS-RATHER	95	205	204	A	15.1	24	1282	1442	681	196	732	124	291	294	325	405	588	115	251	248	277	307	53	37^	69	38^
M-F 6.30P 30 CBS N		99	99	B	13.7	24	1163	1482	692	221	747	139	291	293	338	418	586	113	233	240	284	315	64	33	85	50
CBS EVENING NEWS-SUNDAY	11	180	183	A	11.2	19	951	1661	677	183	738	100^	201	244	289	479	771	233	379	402	305	347	98^	55^	54^	16v
SUN. 6.00P 30 CBS N		90	91	B	8.8	15	747	1520	670	218	731	114	251	272	333	438	633	159	291	304	290	305	71	37	85	56
CBS SAT. NEWS-SCHIEFFER	13	178	181	A	10.7	19	908	1387	660	254	742	179	336	306	314	381	544	110^	221	210	251	288	46^	7v	55^	41^
SAT. 6.30P 30 CBS N		90	93	B	9.5	18	807	1549	679	230	736	130	282	281	336	415	638	177	296	287	286	297	70	30	105	60
CBS SPECIAL MOVIE PRESNT.(S)			207	A	21.8	31	1851	1952	805	355	898	279	531	482	422	301	707	225	438	451	367	203	166	108^	181	148
2 SUN. 8.00P 120 CBS FF			99																							
8.00 - 8.30				A	20.5	29	1740	1971	784	349	885	250	505	471	428	321	700	217	414	432	362	221	172	107^	214	157
8.30 - 9.00				A	21.3	29	1808	1972	798	355	891	268	530	487	436	294	720	235	446	466	376	201	190	115^	171	141
9.00 - 9.30				A	22.5	32	1910	1943	818	349	904	286	537	482	416	299	700	226	447	456	361	189	163	109^	176	153
9.30 - 10.00				A	23.0	33	1953	1907	810	361	898	305	549	483	408	284	696	215	434	438	364	201	148	102^	165	143
CBS WEDNESDAY NIGHT MOVIE	16	204		A	10.0	15	849	1640	667	243^	802	215^	500	454	436	282^	564	156^	333	351	322	160^	133^	25v	141^	93^
1 WED. 9.00P 120 CBS FF		99		B	12.5	20	1061	1667	706	274	775	243	458	410	388	270	627	197	390	376	336	189	129	46	136	91
9.00 - 9.30				A	9.3	13	790	1667	709	236^	816	195^	468	438	416	330	503	107^	248^	268^	296^	198^	198^	51v	150^	101^
9.30 - 10.00				A	10.1	15	857	1643	688	245^	803	213^	510	477	422	276^	583	151^	347	357	348	172^	139^	24v	118^	83^
10.00 - 10.30				A	10.3	16	874	1640	659	267^	794	223^	522	469	450	261^	582	185^	370	387	317	138^	107^	15v	157^	101^
10.30 - 11.00				A	10.2	17	866	1621	618	224^	793	227^	496	433	447	266^	592	178^	363	390	326	145^	99^	15v	137^	87^
CHARLES IN CHARGE	16	202	205	A	14.7	21	1248	1838	668	248	783	301	481	411	309	256	453	154	299	284	220	124	273	155	329	220
WED. 8.00P 30 CBS CS		99	99	B	13.5	21	1146	1820	673	283	784	322	502	401	306	247	463	171	304	270	211	133	270	168	303	212
CHEERS	18	204	202	A	19.6	28	1664	1899	768	378	871	353	579	499	380	239	581	277	410	366	241	133	248	126	199	148
THU. 9.00P 30 NBC CS		99	98	B	19.0	28	1613	1828	763	372	861	371	563	496	357	237	605	279	425	381	260	139	202	110	160	113
CODE NAME: FOXFIRE	1		202	A	14.9	23	1265	1856	705	254	785	242	496	497	443	232	664	247	405	324	327	217	175^	80^	232	174^
2 FRI. 8.00P 60 NBC A			99	B	14.9	23	1265	1856	705	254	785	242	496	497	443	232	664	247	405	324	327	217	175	80	232	174
8.00 - 8.30				A	14.9	23	1265	1843	693	230	774	233	485	485	435	241	667	251	413	333	326	214	172^	83^	230	176^
8.30 - 9.00				A	14.9	23	1265	1859	719	279	796	251	506	507	452	224	658	240	398	312	325	221	173^	75^	232	171^
COVER-UP	14	205		A	15.0	25	1274	1475	597	272	683	179^	459	441	398	199	598	213	356	382	267	197	113^	27v	81^	81^
1 SAT. 10.00P 60 CBS GD		99		B	14.1	25	1197	1743	717	286	782	244	488	460	404	249	669	209	430	428	373	194	141	48	151	118
10.00 - 10.30				A	15.1	24	1282	1491	606	260	671	170^	453	447	392	197	649	217	413	433	317	198	106^	26v	65^	65^
10.30 - 11.00				A	14.9	25	1265	1451	587	284	692	187^	464	433	402	201	547	212	302	332	215	196^	118^	30v	94^	94^

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CRAZY LIKE A FOX 1 SUN. 9.00P 60 CBS PD	4	204		A	20.7	29	1757	1616	725	298	798	162	377	395	408	366	627	157	330	350	328	236	99^	36^	92^	50^
		99		B	20.6	29	1749	1632	769	335	855	195	417	428	456	369	591	163	327	330	315	214	105	45	81	57
9.00 - 9.30				A	20.2	28	1715	1617	726	294	801	154	361	382	407	385	625	150	326	344	328	241	99^	31v	92^	45^
9.30 - 10.00				A	21.1	30	1791	1614	727	302	798	170	391	405	411	352	628	163	332	359	329	231	97^	39^	91^	54^
DALLAS FRI. 9.00P 60 CBS GD	18	208	208	A	25.6	38	2173	1510	817	323	882	243	446	434	410	390	520	139	269	256	249	219	53^	29^	55^	36^
		99	99	B	25.5	40	2165	1645	853	319	939	285	485	453	409	399	500	150	256	251	225	211	98	53	108	74
9.00 - 9.30				A	25.0	37	2123	1526	813	314	877	235	436	426	409	398	525	142	269	252	248	225	60^	36^	64	39^
9.30 - 10.00				A	26.3	39	2233	1485	814	330	878	248	450	438	407	379	508	135	266	254	248	211	49^	24^	50^	34^
DIFF'RENT STROKES-SAT. SAT. 8.00P 30 NBC CS	18	200	206	A	16.9	27	1435	2077	680	250	777	247	434	397	335	305	416	123	218	235	228	148	320	237	564	392
		98	99	B	15.0	26	1274	1972	722	284	800	284	461	406	319	301	442	146	249	244	213	156	285	188	445	317
DOUBLE TROUBLE SAT. 8.30P 30 NBC CS	10	194	199	A	15.2	24	1290	2120	676	223	797	286	489	415	347	272	388	110	220	233	225	125	376	285	559	404
		98	99	B	14.0	23	1189	2066	717	274	805	299	493	430	343	270	452	159	273	258	229	140	332	224	477	347
DUKES OF HAZZARD FRI. 8.00P 60 CBS CS	17	201	201	A	14.1	21	1197	1828	714	234	761	166	355	366	366	357	605	141	298	303	318	265	102^	37^	360	257
		98	99	B	13.7	22	1163	1746	672	200	745	208	346	323	319	361	560	143	267	255	272	262	94	32	347	232
8.00 - 8.30				A	13.2	20	1121	1853	708	223	753	160	345	358	359	358	599	132	302	305	324	258	105^	39^	396	281
8.30 - 9.00				A	15.0	22	1274	1792	718	243	767	172	362	370	367	358	609	149	294	300	311	272	92^	31^	324	236
DYNASTY 1 WED. 9.00P 60 ABC GD	18	208	208	A	26.5	40	2250	1603	841	367	941	324	550	497	422	333	489	162	273	257	223	184	77	42^	96	57
2 WED. 10.00P 60		99	99	B	25.5	38	2165	1699	843	351	958	358	582	501	408	320	552	226	338	296	220	177	98	57	91	52
9.00 - 9.30				A	26.4	38	2241	1640	875	364	961	334	546	480	427	350	500	177	258	248	210	201	56^	27v	123	78^
9.30 - 10.00				A	27.6	40	2343	1624	872	358	954	340	535	479	424	348	484	173	259	239	208	194	74^	44^	112	76^
10.00 - 10.30				A	24.8	38	2106	1541	800	359	911	299	547	506	414	319	469	148	277	265	223	164	88^	53^	73^	41^
10.30 - 11.00				A	26.9	44	2284	1599	817	384	937	313	569	524	429	320	504	149	299	279	249	179	90^	47^	68^	33^
E/R WED. 8.30P 30 CBS CS	10	203	206	A	14.1	20	1197	1741	651	240	747	270	457	413	328	240	485	182	320	277	225	142	248	148	261	161
		99	99	B	12.8	19	1087	1708	662	275	755	294	477	398	323	241	473	167	312	274	238	138	267	161	213	152
FACTS OF LIFE 1 WED. 9.00P 30 NBC CS	17	190		A	18.9	27	1605	1721	734	330	816	289	484	476	388	262	460	208	324	268	160	130^	236	100^	209	172
		98		B	15.9	24	1350	1778	755	305	819	296	503	455	376	261	482	178	304	276	224	149	257	145	220	163
FALCON CREST FRI. 10.00P 60 CBS GD	18	206	206	A	20.2	32	1715	1433	837	292	897	219	410	424	413	424	450	112	208	200	216	214	65^	32^	21^	14v
		99	99	B	20.4	34	1732	1560	847	302	935	259	459	434	424	415	466	135	227	226	214	206	97	55	62	45
10.00 - 10.30				A	20.5	32	1740	1426	832	296	893	224	410	421	407	422	446	111	205	198	214	212	63^	30^	24^	15v
10.30 - 11.00				A	20.0	33	1698	1430	840	285	897	213	408	424	418	427	451	112	212	206	217	210	64^	32^	18v	11v
FALL GUY WED. 8.00P 60 ABC A	19	208	206	A	17.8	26	1511	1897	764	314	825	286	500	427	353	294	617	194	368	362	315	207	154	54^	301	202
		99	99	B	17.6	27	1494	1834	697	268	781	276	454	380	336	290	649	235	402	355	297	209	140	56	264	170
8.00 - 8.30				A	16.8	24	1426	1926	766	319	823	278	497	427	362	297	630	203	372	358	312	221	167	58^	306	202
8.30 - 9.00				A	18.7	26	1588	1877	767	310	832	299	507	428	345	295	608	186	368	368	321	195	139	49^	298	206
FAMILY TIES THU. 8.30P 30 NBC CS	19	206	206	A	24.8	35	2106	2069	746	344	858	331	562	490	384	244	540	244	373	317	226	134	301	183	370	266
		99	98	B	20.9	31	1774	2002	764	344	863	362	562	494	364	241	538	228	366	326	236	136	275	163	326	218
FINDER OF LOST LOVES 2 SAT. 10.00P 60 ABC GD	15		204	A	15.4	27	1307	1503	753	208	852	220	359	343	360	432	450	118^	231	203	224	180^	171^	110^	30v	19v
			99	B	13.7	25	1163	1523	784	273	862	226	415	393	403	393	463	124	230	228	230	195	110	68	88	65
10.00 - 10.30				A	15.4	27	1307	1516	771	205	854	222	363	336	348	437	457	137^	241	195	215	178^	177^	114^	28v	16v
10.30 - 11.00				A	15.3	28	1299	1490	739	213	855	219	359	352	372	432	443	100^	221	210	234	182^	160^	105^	32v	20v
GIMME A BREAK SAT. 9.00P 30 NBC CS	10	200	193	A	15.5	24	1316	2082	663	255	783	286	481	389	343	260	385	150	260	269	204	89^	348	250	566	356
		99	98	B	14.4	23	1223	2006	732	303	839	327	536	458	369	245	447	158	281	277	229	132	291	193	429	310

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION – VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
HALLMARK HALL OF FAME(S)			206	A	11.9	18	1010	1500	708	233^	838	216^	382	386	387	397	545	159^	320	263	236^	192^	68^	26v	49v	43v
2 TUE. 9.00P 120 CBS GD			99																							
9.00 - 9.30				A	12.7	18	1078	1455	688	252	819	198^	367	386	404	397	492	135^	281	234	220^	191^	66^	18v	78^	58v
9.30 - 10.00				A	12.0	18	1019	1460	695	226^	843	226^	383	378	368	408	527	156^	285	241^	208^	204^	48v	12v	42v	42v
10.00 - 10.30				A	11.7	19	993	1529	726	222^	851	232^	391	383	376	399	563	162^	340	273	245^	190^	79^	39v	36v	36v
10.30 - 11.00				A	11.1	19	942	1566	731	234^	844	203^	391	399	406	390	604	191^	383	305	266	182^	84^	43v	34v	34v
HARDCASTLE & MCCORMICK	5		205	A	16.6	23	1409	1747	720	272	873	267	477	395	390	359	607	219	339	345	260	235	95^	18v	172^	97^
2 MON. 8.00P 60 ABC A			99	B	17.4	25	1477	1920	737	304	859	273	477	412	424	331	636	225	375	326	297	229	157	75	268	176
8.00 - 8.30				A	15.9	22	1350	1747	701	239	846	250	442	367	377	367	646	241	375	381	276	234	79^	9v	176^	94^
8.30 - 9.00				A	17.2	23	1460	1749	743	304	903	285	511	422	401	355	568	197	306	318	247	233	107^	23v	171^	101^
HIGHWAY TO HEAVEN	17	202	206	A	20.2	29	1715	1867	863	283	935	231	478	484	463	373	500	121	244	240	239	232	173	79	259	194
WED. 8.00P 60 NBC GD		99	98	B	17.9	28	1520	1808	799	296	866	235	436	447	429	354	535	150	284	282	262	213	163	78	244	173
8.00 - 8.30				A	19.7	29	1673	1869	861	279	936	231	478	484	462	374	497	119	243	241	234	232	173	83	263	192
8.30 - 9.00				A	20.7	29	1757	1859	862	287	929	229	474	480	464	371	506	125	247	241	241	233	172	75	252	198
HILL STREET BLUES	18	210	209	A	17.8	28	1511	1629	740	380	836	386	617	527	354	179	668	330	515	487	286	119	73^	7v	52^	48^
THU. 10.00P 60 NBC OP		99	99	B	17.3	28	1469	1664	716	336	792	345	556	502	366	180	722	325	546	494	342	138	92	37	58	38
10.00 - 10.30				A	17.6	27	1494	1608	710	364	801	368	588	500	338	177	645	320	503	471	277	114	95	15v	67^	61^
10.30 - 11.00				A	18.1	30	1537	1631	758	390	858	397	637	544	365	181	685	334	520	502	295	121	53^	LT	35^	35^
HOTEL	17	208		A	22.4	36	1902	1556	867	316	950	283	498	464	443	376	486	139	270	239	225	195	74^	49^	46^	26v
1 WED. 10.00P 60 ABC GD		99		B	20.3	34	1723	1555	814	306	922	305	511	446	413	350	515	187	285	247	224	191	81	52	37	23
10.00 - 10.30				A	22.6	36	1919	1542	857	314	940	285	492	452	433	374	469	131	256	234	224	188	67^	44^	66^	40^
10.30 - 11.00				A	22.2	37	1885	1561	878	316	960	283	503	473	449	381	498	145	277	244	225	200	79^	52^	24v	12v
IT'S YOUR MOVE	3	195	189	A	12.4	19	1053	2136	686	243	782	289	504	425	341	235	446	199	329	325	220	83^	387	263	521	358
SAT. 9.30P 30 NBC CS		99	97	B	12.5	20	1061	2012	692	258	762	296	489	425	311	229	459	177	320	310	254	103	323	220	468	333
JEFFERSONS	5	204	205	A	12.2	18	1036	1532	711	270	844	256	417	386	367	362	466	166	232	190	153	205	100^	68^	122^	61^
TUE. 8.00P 30 CBS CS		99	99	B	11.9	17	1010	1736	721	298	847	239	404	366	358	380	514	180	251	196	198	228	178	103	197	119
KATE & ALLIE	14		205	A	15.7	21	1333	1739	824	323	904	313	546	486	382	323	471	141^	285	285	228	170^	185^	86^	179^	125^
2 MON. 9.00P 30 CBS CS			99	B	18.3	27	1554	1598	774	305	856	292	481	450	360	323	457	155	272	254	208	158	146	92	139	97
KNIGHT RIDER	14	200	201	A	17.4	24	1477	2167	682	263	782	308	492	397	335	249	646	256	438	390	286	171	241	122	498	335
SUN. 8.00P 60 NBC A		99	99	B	16.7	24	1418	2117	703	271	766	317	512	457	339	205	644	263	449	409	298	152	229	117	478	332
8.00 - 8.30				A	16.5	23	1401	2128	669	253	775	298	477	385	328	253	619	249	419	375	266	163	234	115	500	338
8.30 - 9.00				A	18.3	25	1554	2190	691	268	784	315	503	407	339	244	661	263	451	403	298	173	248	128	497	332
KNOTS LANDING	17	205	205	A	22.4	36	1902	1587	843	341	943	329	538	485	403	342	451	164	264	230	203	159	114	83	79	66^
THU. 10.00P 60 CBS GD		99	99	B	20.4	33	1732	1564	837	328	949	352	552	477	394	346	445	159	267	240	203	154	106	65	64	46
10.00 - 10.30				A	22.5	35	1910	1595	843	343	943	332	539	477	399	343	448	164	262	227	197	159	118	85	86	70
10.30 - 11.00				A	22.3	37	1893	1573	847	339	943	325	536	490	406	343	455	162	266	235	212	159	105	78	70	61^
LOVE BOAT	19	208	207	A	17.8	28	1511	1631	748	277	848	209	346	333	350	447	505	119	218	217	240	244	146	66^	132	91
1 SAT. 9.00P 120 ABC CS		99	99	B	15.8	27	1341	1650	784	278	869	237	392	366	362	426	506	137	244	229	236	228	140	85	135	90
2 SAT. 9.00P 60																										
9.00 - 9.30				A	15.2	23	1290	1613	753	271	857	194	339	315	355	471	519	110	216	204	243	267	142	76^	95^	70^
9.30 - 10.00				A	17.1	27	1452	1632	758	272	866	202	352	333	369	460	490	92	198	195	251	256	156	94	120	88^
10.00 - 10.30				A	21.0	34	1783	1639	739	289	833	223	340	341	333	425	504	141	226	233	232	224	130^	33v	172	108^
10.30 - 11.00				A	21.3	36	1808	1646	729	291	821	229	351	354	331	404	512	153	244	250	228	217	147	35^	166	115^
MACGRUDER AND LOUD	3	203	204	A	16.0	23	1358	1602	679	301	774	317	476	423	336	226	584	240	405	389	269	152	148	92^	96	62^
CONT'D																										

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MACGRUDER AND LOUD-CONT'D																										
TUE. 9.00P 60 ABC OP		99	99	B	16.7	24	1418	1633	733	339	824	351	539	470	354	222	570	222	385	376	277	149	155	84	84	48
9.00 - 9.30				A	15.9	23	1350	1647	658	288	766	320	476	411	329	221	588	243	405	389	267	152	172	109	121	74^
9.30 - 10.00				A	15.9	23	1350	1567	703	313	788	316	481	438	350	234	585	240	406	389	271	157	126	76^	68^	50^
MAGNUM, P.I.	19	207	202	A	18.8	27	1596	1687	748	263	803	253	423	413	354	314	613	161	323	325	324	245	108	48^	163	109
THU. 8.00P 60 CBS PD		99	98	B	19.9	30	1690	1741	727	266	801	223	407	387	371	348	637	188	361	345	317	238	122	44	181	121
8.00 - 8.30				A	17.8	25	1511	1643	732	233	778	239	399	401	337	315	600	151	309	322	316	245	103	47^	162	101
8.30 - 9.00				A	19.9	28	1690	1708	753	285	815	262	439	422	365	309	616	164	329	329	328	241	115	48^	162	116
MATT HOUSTON	18	207	208	A	13.1	21	1112	1793	746	336	855	314	511	468	401	273	559	156	303	307	333	202	200	94^	179	123
FRI. 10.00P 60 ABC PD		99	99	B	12.8	22	1087	1683	735	314	818	283	517	499	409	235	572	182	352	346	315	175	140	71	153	116
10.00 - 10.30				A	13.0	20	1104	1804	760	347	871	324	517	469	404	285	551	148	293	308	336	201	197	93^	185	128
10.30 - 11.00				A	13.2	21	1121	1769	726	320	833	299	497	463	400	260	564	162	311	306	328	202	201	94^	171	116
MIAMI VICE	16	199	194	A	15.4	25	1307	1855	647	307	761	373	607	503	340	124	762	380	607	558	319	122	167	41^	165	124
FRI. 10.00P 60 NBC OP		99	99	B	13.9	23	1180	1803	680	308	756	330	559	485	365	153	725	321	536	496	337	146	162	65	160	122
10.00 - 10.30				A	15.2	24	1290	1865	643	301	755	371	606	505	341	119	752	377	605	556	317	114	172	49^	186	138
10.30 - 11.00				A	15.5	25	1316	1845	649	313	767	374	605	502	338	131	773	387	612	563	317	129	160	34^	145	108
MIKE HAMMER	14		203	A	13.3	24	1129	1695	773	245	786	217^	449	395	432	281	681	188^	439	413	415	236	159^	55v	69^	52v.
2 SAT. 10.00P 60 CBS PD			99	B	13.1	22	1112	1719	676	246	731	188	411	404	402	273	721	193	430	433	414	245	115	38	152	110
10.00 - 10.30				A	12.9	22	1095	1703	753	228	766	206^	432	380	421	279	663	165^	416	400	421	232	183^	62^	91^	54v
10.30 - 11.00				A	13.6	25	1155	1691	791	260	804	228	465	409	445	284	700	210^	462	428	411	238	138^	50v	49v	49v
MURDER, SHE WROTE	15	206	206	A	21.0	30	1783	1630	762	289	832	186	364	372	396	398	592	134	295	305	313	245	78	28^	128	79
1 SUN. 8.00P 60 CBS SM		99	99	B	19.3	28	1639	1639	776	321	861	198	403	398	425	399	572	135	287	300	304	236	90	43	116	78
2 SUN. 10.00P 60																										
8.00 - 8.30				A	21.9	30	1859	1569	671	260	745	111^	254	314	393	412	593	123^	258	293	312	265	104^	46^	127^	64^
8.30 - 9.00				A	22.1	30	1876	1594	681	259	755	112^	263	327	404	411	576	107^	244	279	317	263	109^	42^	154	68^
10.00 - 10.30				A	20.2	30	1715	1696	864	321	928	268	491	439	399	380	597	154	341	329	311	219	46^	12v	125^	101^
10.30 - 11.00				A	19.6	31	1664	1651	849	315	905	261	459	410	388	386	596	147^	340	321	310	226	50^	10v	100^	84^
NBC MONDAY NIGHT MOVIES	18	195	198	A	21.8	31	1851	1817	690	276	743	225	460	445	422	225	803	271	502	476	419	240	146	35^	125	65^
1 MON. 8.00P 180 NBC FF		99	99	B	19.6	30	1664	1753	797	306	862	294	529	484	430	273	596	216	380	356	301	170	164	83	131	89
2 MON. 9.00P 120																										
8.00 - 8.30				A	19.6	27	1664	1902	742	299	764	186	433	471	440	253	736	249	475	439	392	217	182	54^	220	117^
8.30 - 9.00				A	20.4	28	1732	1987	774	318	803	221	465	501	449	256	773	258	493	448	410	240	187	62^	224	103^
9.00 - 9.30				A	21.8	30	1851	1812	690	285	749	230	466	446	424	225	797	259	496	482	420	239	127	40^	139	76
9.30 - 10.00				A	21.9	30	1859	1804	684	285	739	230	467	442	419	220	816	280	507	489	420	244	129	28^	120	55^
10.00 - 10.30				A	23.2	34	1970	1789	665	269	728	239	463	433	406	211	821	286	515	487	420	238	146	26^	94	48^
10.30 - 11.00				A	22.4	34	1902	1733	652	233	711	220	446	418	413	215	812	272	495	473	431	246	146	28^	64^	46^
NBC NEWS DIGEST-M-F	88	164	156	A	15.5	22	1316	2007	769	311	849	283	510	464	403	281	614	221	374	340	287	204	215	105	329	228
1 MON. 8.59P 1 NBC N		85	82	B	14.5	22	1231	1937	750	303	820	289	490	449	379	270	616	227	386	356	286	194	207	103	294	201
1 TU-F 8.58P 1																										
2 M-F 8.58P 1																										
NBC NEWS DIGEST-2-M-F	39	171	174	A	15.6	23	1324	1834	672	270	748	249	482	446	411	218	728	268	457	427	363	224	199	65	159	102
1 MON. 9.50P 1 NBC N		91	89	B	14.2	21	1206	1737	740	312	812	299	513	476	386	242	601	226	393	370	299	166	180	80	144	102
1 WED. 9.58P 1																										
2 MON. 10.01P 1																										
2 FRI. 9.58P 1																										
NBC NEWS DIGEST-SAT	18	158	155	A	13.2	21	1121	2067	662	196	777	268	456	399	331	281	345	91^	192	203	211	111^	387	313	558	405
SAT. 8.58P 1 NBC N		85	84	B	11.9	20	1010	1975	722	277	814	300	476	420	324	299	427	154	247	239	200	146	306	202	428	310

Audience composition: viewers per 1000 viewing households by specified categories.

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NEWS DIGEST-2-SAT.	8	179		A	11.0	17	934	2231	692	288	779	259^	493	417	428	235^	456	201^	355	332	237^	72^	515	333	481	265^
1 SAT. 9.58P 1 NBC N		94		B	10.4	17	883	1902	708	281	778	304	502	445	360	227	487	166	316	320	275	125	276	151	361	287
NBC NEWS DIGEST-SUN	17	161	158	A	14.2	19	1206	2064	666	260	757	289	462	369	326	258	630	227	395	359	291	205	236	141	441	262
SUN. 8.58P 1 NBC N		85	83	B	14.3	20	1214	2039	724	278	793	302	493	432	356	251	644	246	422	381	298	190	203	119	399	273
NBC NEWS DIGEST-2-SUN.	9		171	A	14.8	21	1257	1981	697	294	779	307	521	460	345	206	600	204	414	404	337	150^	301	129^	301	168^
2 SUN. 9.51P 1 NBC N			89	B	16.1	24	1367	1778	708	304	769	281	485	443	369	236	656	246	448	422	334	170	179	72	174	117
NBC NIGHTLY NEWS-SAT.	15	166	148	A	6.7	12	569	1387	635	204^	700	83^	234	237	322	431	581	142^	239	249	263	301	48v	45v	58^	58^
SAT. 6.30P 30 NBC N		91	81	B	9.1	17	773	1482	696	205	726	116	263	293	345	410	613	140	255	260	277	315	58	18	85	60
NBC NIGHTLY NEWS-SUN	9	170	148	A	8.2	13	696	1364	603	191	624	73^	227	273	366	351	619	138^	268	300	305	297	101^	84^	20v	12v
1 SUN. 6.30P 30 NBC N		91	81	B	7.7	12	654	1551	662	219	709	152	284	287	329	374	597	150	268	290	279	273	92	64	153	97
2 SUN. 6.35P 25																										
NBC NIGHTLY NEWS	88	204	202	A	12.5	20	1061	1605	705	275	791	191	350	353	366	377	597	150	260	279	288	291	59	23^	158	101
M-F 6.30P 30 NBC N		99	98	B	11.4	20	968	1601	744	255	797	171	333	344	386	397	617	145	268	296	297	293	58	31	129	81
NBC SUNDAY NIGHT MOVIE	16	199	196	A	16.2	25	1375	1873	755	321	849	309	568	504	435	221	603	234	402	412	309	139	240	122	181	119
1 SUN. 9.00P 145 NBC FF		99	99	B	16.6	25	1409	1763	730	320	817	297	514	472	398	240	638	235	418	402	326	167	153	67	155	107
2 SUN. 9.00P 120																										
9.00 - 9.30				A	16.4	23	1392	1973	740	347	838	303	562	473	430	221	604	217	387	390	320	154	265	145	266	163
9.30 - 10.00				A	15.7	22	1333	1944	766	345	857	318	581	505	432	220	595	224	399	396	313	144	263	139	229	139
10.00 - 10.30				A	16.7	25	1418	1854	744	318	843	320	573	510	423	207	619	247	426	432	317	133	244	125	148	107
10.30 - 11.00				A	16.8	27	1426	1819	733	313	837	313	562	511	429	208	613	252	423	437	306	122	228	106	141	101
11.00 - 11.30				A	15.3	31	1299	1542	797	202	838	239	499	507	472	292	545	219	334	371	254	134^	122^	54^	37v	37v
NEWHART	13		207	A	15.1	21	1282	1607	780	311	843	281	478	440	350	323	480	164^	281	284	210	180^	130^	54^	154^	107^
2 MON. 9.30P 30 CBS CS			99	B	18.5	28	1571	1559	774	319	862	295	487	449	360	322	475	173	290	272	209	160	124	69	98	73
NEWSBREAK-M-F	92	185	187	A	14.7	21	1248	1495	742	269	817	208	373	381	386	386	523	132	257	265	257	227	85	39^	70	49^
1 MON. 9.54P 2 CBS N		88	89	B	15.7	24	1333	1593	785	296	867	257	454	434	403	356	514	150	280	273	254	197	107	53	105	73
1 TUE. 9.58P 2																										
1 W-F 9.58P 1																										
2 MTHF 9.58P 1																										
2 TUE. 10.09P 1																										
NEWSBREAK-SAT.	19	189	186	A	13.4	21	1138	2007	684	330	792	263	505	488	407	220	861	305	582	540	455	237	140	43^	214	156
SAT. 9.58P 1 CBS N		93	91	B	12.1	20	1027	1796	653	267	733	219	435	421	376	253	733	237	451	435	390	235	133	56	197	149
NEWSBREAK-SUN.	18	192	194	A	18.2	26	1545	1707	780	312	840	220	425	408	404	357	666	179	371	381	361	239	89	52^	112	83
SUN. 9.58P 1 CBS N		93	93	B	16.5	25	1401	1583	781	292	865	222	409	402	404	393	573	158	305	303	287	226	79	43	66	49
NIGHT COURT	18	200	197	A	18.1	26	1537	1827	715	366	822	334	548	473	358	223	605	289	424	370	249	150	192	94	208	149
THU. 9.30P 30 NBC CS		98	98	B	17.3	26	1469	1766	749	351	844	366	555	491	350	229	611	281	438	399	266	134	179	92	132	93
OTHERWORLD	3	207	205	A	11.4	18	968	2223	792	359	846	313	604	567	422	184	720	276	509	482	360	160	195	61^	462	333
SAT. 8.00P 60 CBS A		99	99	B	12.4	20	1053	2158	753	352	824	304	570	529	397	200	747	287	527	497	380	166	195	50	392	280
8.00 - 8.30				A	10.9	18	925	2170	775	346	822	306	590	551	414	178	714	269	495	468	352	165	198	70^	436	314
8.30 - 9.00				A	11.9	19	1010	2261	806	368	863	316	614	579	430	192	724	278	516	493	367	159	191	53^	483	350
PUNKY BREWSTER	15	188	185	A	12.6	18	1070	2151	550	290	712	289	459	355	279	225	510	224	342	354	215	121	295	213	634	402
SUN. 7.30P 30 NBC CS		95	94	B	11.4	17	968	2125	672	261	763	298	495	429	321	236	495	206	321	320	211	134	270	168	597	401
R.KENNEDY & HIS TIMES,PT2(S)		206		A	14.9	21	1265	1426	691	221	742	107^	220	278	365	454	566	108^	227	261	274	296	67^	40v	51^	38v
CONT'D																										

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
R.KENNEDY & HIS TI-CONT'D																										
1 MON. 8.00P 116 CBS GD		99																								
8.00 - 8.30				A	14.6	20	1240	1523	712	207	762	119^	242	300	367	454	591	105^	259	294	303	289	64^	37v	106^	54^
8.30 - 9.00				A	14.6	20	1240	1392	702	227	749	99^	214	279	375	463	555	88^	216	257	275	298	59^	37v	29v	29v
9.00 - 9.30				A	15.3	21	1299	1409	685	225	738	104^	216	275	367	453	563	121^	224	255	269	297	66^	44v	42v	42v
9.30 - 10.00				A	15.2	21	1290	1376	657	226	711	104^	208	260	347	439	554	117^	209	234	253	304	88^	46v	23v	23v
R.KENNEDY & HIS TIMES,PT3(S)		206		A	16.9	26	1435	1377	667	209	764	153^	244	289	361	443	540	113^	200	241	252	285	27v	10v	46^	33v
1 TUE. 9.00P 120 CBS GD		99																								
9.00 - 9.30				A	16.6	24	1409	1383	662	218	760	146^	223	267	351	455	540	119^	191	231	244	293	27v	7v	56^	38v
9.30 - 10.00				A	16.9	25	1435	1369	683	239	775	158^	254	297	368	446	505	101^	171^	210	227	281	32v	11v	57^	39v
10.00 - 10.30				A	17.1	27	1452	1373	664	193	765	158^	242	287	353	449	548	115^	218	261	261	278	28v	13v	32v	32v
10.30 - 11.00				A	17.0	29	1443	1374	654	184	755	150^	253	302	365	424	556	112^	215	262	273	284	20v	9v	43v	23v
REMINGTON STEELE	16	200	200	A	19.4	32	1647	1615	739	289	824	293	511	466	392	249	648	260	469	402	323	154	92	47^	51^	46^
TUE. 10.00P 60 NBC PD		99	99	B	17.6	30	1494	1602	718	292	785	267	495	471	396	234	636	242	445	403	323	156	108	39	73	51
10.00 - 10.30				A	20.0	32	1698	1642	753	297	842	318	533	476	388	245	639	261	462	399	315	148	114	55^	47^	47^
10.30 - 11.00				A	18.9	32	1605	1571	717	276	798	264	484	453	393	251	651	256	473	402	332	158	68^	38^	54^	45^
RIPLEY'S BELIEVE IT-NOT	18	197	197	A	11.5	17	976	2127	712	345	808	374	572	439	332	191	770	320	551	504	348	176	213	73^	336	246
SUN. 7.00P 60 ABC U		95	95	B	11.5	18	976	2112	706	288	792	315	511	456	363	216	776	317	526	473	353	203	188	64	356	240
7.00 - 7.30				A	10.7	16	908	2095	695	336	789	370	548	427	317	186	759	313	533	486	335	185	202	68^	345	245
7.30 - 8.00				A	12.3	17	1044	2142	725	351	823	377	592	450	341	195	775	323	563	517	356	171	219	75^	325	244
RIPTIDE	15	201	200	A	21.0	31	1783	1846	726	338	803	301	524	461	376	224	646	262	450	413	308	150	226	95	171	143
TUE. 9.00P 60 NBC PD		99	99	B	20.0	30	1698	1753	687	296	757	273	473	442	354	233	662	249	441	412	320	180	173	57	161	115
9.00 - 9.30				A	20.9	30	1774	1903	731	334	806	295	521	458	380	230	649	253	449	413	316	156	230	98	218	180
9.30 - 10.00				A	21.1	31	1791	1783	720	341	797	309	526	462	371	217	640	271	451	414	299	139	222	91	124	105
ST. ELSEWHERE	18	197		A	17.0	28	1443	1558	771	382	847	358	599	580	394	199	527	257	362	344	200	136^	102^	4v	82^	60^
1 WED. 10.00P 60 NBC GD		99		B	13.7	23	1163	1616	797	358	861	355	590	558	400	216	580	274	441	390	254	113	116	49	59	37
10.00 - 10.30				A	17.4	27	1477	1551	766	378	839	352	586	567	392	206	515	246	341	321	197	142^	108^	7v	89^	58^
10.30 - 11.00				A	16.7	28	1418	1550	771	383	850	360	610	587	394	194	532	265	379	368	199	125^	94^	LT	74^	62^
SARA	2	194		A	16.6	24	1409	1765	785	369	856	284	545	537	431	247	496	205	318	263	193	162^	286	140^	127^	102^
1 WED. 9.30P 30 NBC CS		98		B	16.5	24	1401	1663	784	368	834	306	543	492	389	236	494	178	324	296	238	143	219	114	116	99
SCARECROW & MRS. KING	14		207	A	17.9	25	1520	1752	775	351	851	275	487	466	352	319	452	156^	282	258	193	147^	197	113^	252	169
2 MON. 8.00P 60 CBS GD			99	B	17.7	26	1503	1642	772	305	856	247	447	428	389	360	478	128	248	241	240	196	120	69	188	128
8.00 - 8.30				A	17.7	25	1503	1690	748	329	824	262	456	437	334	321	428	147^	264	231	176	146^	199	114^	239	158^
8.30 - 9.00				A	18.1	25	1537	1808	800	371	877	289	515	491	365	319	476	165	300	284	209	149^	192	111^	263	178
SILVER SPOONS	15	190	188	A	11.7	17	993	2052	581	381	770	319	513	402	322	238	509	217	349	370	222	115^	230	197	543	365
SUN. 7.00P 30 NBC CS		95	95	B	10.6	16	900	2007	657	281	737	275	462	414	325	233	510	207	335	319	226	133	251	157	509	351
SIMON & SIMON	18	207	203	A	22.5	32	1910	1677	747	279	819	257	440	409	367	324	593	167	323	326	306	224	126	54^	139	105
THU. 9.00P 60 CBS PD		99	98	B	22.0	33	1868	1669	768	278	846	254	461	426	400	337	589	168	329	320	303	219	116	44	118	78
9.00 - 9.30				A	21.6	31	1834	1671	728	272	805	250	427	399	365	321	589	152	312	317	314	232	130	56^	147	113
9.30 - 10.00				A	23.3	33	1978	1684	763	284	832	262	449	419	369	329	596	182	334	332	298	218	123	53^	133	97
60 MINUTES	20	209	209	A	25.6	37	2173	1606	718	263	762	141	298	328	376	393	750	199	397	406	379	302	51^	17^	43^	22^
SUN. 7.00P 60 CBS DN		99	99	B	22.4	34	1902	1613	738	289	791	166	334	347	386	400	689	185	353	348	339	286	63	26	70	41
7.00 - 7.30				A	24.6	37	2089	1643	727	250	772	136	294	327	378	404	763	201	404	412	384	308	58^	17^	50^	31^
7.30 - 8.00				A	26.6	38	2258	1567	712	276	754	146	303	328	371	384	738	201	389	401	369	296	41^	16^	34^	14v
SPORTSBREAK-SAT	20	202	200	A	12.8	20	1087	2120	803	350	860	301	566	524	409	237	710	259	469	445	360	195	160	37^	390	290
SAT. 8.58P 1 CBS SN		98	95	B	12.1	20	1027	1998	686	273	760	252	468	442	368	244	721	267	471	435	362	210	156	60	361	249

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

EVENING CONT'D

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
SPORTSBREAK-SUN							20	201	201	A	20.2	28	1715	1785	755	297	828	182	389	410	431	353	632	160	341	359	345	227	151	77	174	114
	1	SUN.	8.58P	1	CBS	SN		96	96	B	18.8	27	1596	1673	785	310	865	204	406	408	423	395	581	148	303	308	309	229	102	56	125	86
	2	SUN.	9.02P	1																												
STATE-UNION ANALYSIS-1(S)									204	A	10.5	15	891	1384	684	82^	728	102^	250^	292	321	436	559	205^	310	298	199^	214^	97^	41v	LT	LT
	2	WED.	9.47P	4	CBS	N			99																							
STATE-UNION ANALYSIS-2(S)									204	A	6.7	10	569	1156	642	116^	658	44v	147^	218^	303^	440	440	138^	226^	196^	140^	214^	33v	33v	25v	LT
	2	WED.	10.20P	17	CBS	N			99																							
STREET HAWK							6	205	206	A	12.9	19	1095	1847	718	297	827	306	517	464	360	247	621	209	369	367	339	193	134	60^	265	190
		FRI.	9.00P	60	ABC	A		99	99	B	15.1	23	1282	1926	700	291	805	321	521	483	353	222	597	245	403	370	279	148	187	78	337	227
			9.00 - 9.30							A	12.9	19	1095	1840	718	293	824	305	513	464	357	248	611	208	368	364	331	186	124	56^	281	191
			9.30 - 10.00							A	12.8	19	1087	1852	725	301	832	312	523	463	361	246	624	203	364	366	348	199	145	63^	251	188
T.J. HOOKER							15	206	207	A	15.4	25	1307	1549	659	296	794	192	341	299	365	410	542	129	251	233	261	269	111	41^	102	69^
		SAT.	8.00P	60	ABC	OP		97	99	B	13.2	22	1121	1696	744	280	831	212	373	341	365	407	576	127	257	268	281	274	123	63	166	110
			8.00 - 8.30							A	14.8	24	1257	1541	649	289	786	196	341	296	358	399	538	121	244	230	263	272	97^	34^	120	78^
			8.30 - 9.00							A	16.1	25	1367	1541	663	299	798	188	341	299	372	417	538	131	253	229	257	264	121	45^	84^	61^
TV BLOOPERS & PRAC. JOKES							16		202	A	19.3	27	1639	2075	828	302	949	415	650	521	422	235	552	172	336	309	301	191	218	133^	356	217
	2	MON.	8.00P	60	NBC	CV			99	B	17.4	26	1477	1921	749	303	831	320	515	428	364	265	563	210	352	313	261	182	241	118	286	201
			8.00 - 8.30							A	18.3	26	1554	2068	816	297	939	403	641	500	422	238	519	151^	306	282	289	194	228	143^	382	233
			8.30 - 9.00							A	20.2	28	1715	2084	835	304	954	425	656	540	423	231	585	193	362	335	309	192	214	126^	331	202

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6–11
THREE'S A CROWD							13	196	201	A	15.7	23	1333	1887	649	205	783	296	441	358	334	287	526	228	315	270	206	170	235	161	343	184
		TUE.	8.00P	30	ABC	CS		98	99	B	14.9	22	1265	1757	728	277	819	292	455	373	342	313	524	202	301	266	209	186	181	106	233	149
TRAPPER JOHN, M.D.							14	205		A	19.8	31	1681	1587	749	335	867	233	422	422	389	397	602	195	340	296	291	226	49^	13v	69^	26v
	1	SUN.	10.00P	60	CBS	GD		99		B	16.0	27	1358	1513	747	291	858	232	424	399	399	383	541	181	305	285	258	197	68	38	46	27
			10.00 - 10.30							A	19.3	29	1639	1606	754	354	867	229	421	433	395	393	607	188	342	306	297	228	55^	12v	77^	25v
			10.30 - 11.00							A	20.3	33	1723	1561	739	315	860	234	421	414	382	395	592	200	338	287	284	220	47^	15v	62^	26v
20/20							16	207	203	A	14.2	22	1206	1561	801	321	827	226	446	446	470	322	602	165	326	333	279	223	70^	29^	62^	48^
	1	THU.	10.00P	60	ABC	DN		99	99	B	14.4	24	1223	1544	736	295	805	199	416	426	419	322	614	162	333	355	316	221	82	42	43	29
	2	THU.	10.00P	30																												
			10.00 - 10.30							A	14.5	22	1231	1601	806	325	837	232	452	456	460	323	607	186	339	344	272	212	97^	42^	60^	49^
			10.30 - 11.00							A	13.5	22	1146	1488	799	312	808	218	438	430	495	315	601	123^	300	308	302	254	14v	LT	65^	46v
20/20 SPECIAL(S)									208	A	15.9	26	1350	1485	732	314	799	254	442	439	365	276	637	257	385	383	309	187	49^	17v	LT	LT
	2	TUE.	10.00P	60	ABC	DN			99																							
			10.00 - 10.30							A	16.1	26	1367	1495	714	314	771	242	423	435	359	267	677	293	426	413	308	189	47^	17v	LT	LT
			10.30 - 11.00							A	15.7	27	1333	1470	750	313	825	263	460	441	374	285	593	219	342	351	310	182^	52^	18v	LT	LT
V							2	198	198	A	12.5	19	1061	2230	639	311	742	341	580	475	346	140	698	350	551	479	301	121	318	139	472	334
		FRI.	9.00P	60	NBC	SF		99	99	B	12.5	19	1061	2230	639	311	742	341	580	475	346	140	698	350	551	479	301	121	318	139	472	334
			9.00 - 9.30							A	12.5	19	1061	2163	627	293	732	331	561	461	336	145	675	335	521	450	284	128	311	145	445	320
			9.30 - 10.00							A	12.6	19	1070	2265	647	324	743	349	589	483	347	133	714	363	573	502	314	114^	315	127	493	342
WEBSTER							19	208	208	A	17.5	26	1486	1830	790	356	909	294	503	449	403	358	456	154	253	264	225	157	116	85^	349	214
		FRI.	8.30P	30	ABC	CS		99	99	B	17.4	28	1477	1803	771	328	867	290	481	447	383	330	472	151	261	258	227	171	149	87	315	203
WHO'S THE BOSS?							13	197	205	A	16.8	24	1426	1836	693	271	824	334	523	457	365	248	532	227	337	309	232	154	205	135	275	161
		TUE.	8.30P	30	ABC	CS		98	99	B	15.6	23	1324	1780	752	309	849	327	510	422	358	285	526	204	316	288	228	165	195	122	210	137

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•LATE FRINGE																														
ABC NEWS:NIGHTLINE					68	194	195	A	5.9	16	501	1261	638	322	702	178	356	361	350	272	483	136	271	263	243	176	44^	19v	32^	26v
1 MON.	11.36P	31	ABC	N		96	96	B	5.9	16	501	1334	625	224	689	172	352	332	365	269	564	165	310	304	279	211	43	21	38	22
1 TU-F	11.30P	30																												
2 MTUWF	11.30P	30																												
ABC ROCKS					16	135	134	A	2.0	6	170	676^	318^	147v	347^	170v	170v	94v	41v	177v	153v	83v	89v	LT	52v	64v	176v	65v	LT	LT
FRI.	12.00M	32	ABC	PC		71	72	B	2.1	6	178	1092	434	196	510	240	385	313	223	85	396	197	293	264	173	86	90	LT	96	69
ABC WEEKEND REPORT-SAT.					17	164	163	A	4.2	10	357	1459	740	263^	765	312^	484	396	410	219^	542	181^	338^	305^	271^	176^	104^	104^	48v	48v
SAT.	11.30P	15	ABC	N		87	87	B	4.2	11	357	1278	695	197	729	196	395	376	403	262	477	112	233	233	269	208	34	26	38	28
ABC WEEKEND REPORT-SUN.					18	167	166	A	3.7	13	314	1331	742	388^	746	204^	421	418	510	261^	551	140^	410	411	324^	128^	LT	LT	22v	22v
SUN.	11.30P	15	ABC	N		90	90	B	3.8	12	323	1290	640	236	670	236	395	351	347	218	513	187	345	294	264	146	37	LT	70	30
CBS NEWS NIGHTWATCH-1					87	57	59	A	1.1	11	93	914	462^	108v	462^	75v	172^	194^	280^	193^	452^	280^	388^	323^	119v	53v	LT	LT	LT	LT
M-THSU	2.00A	30	CBS	N		57	57	B	1.2	13	102	887	422	197	462	119	275	266	266	140	416	191	272	242	180	122	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2					94	99	99	A	1.1	23	93	645^	291^	140v	291^	75v	129v	86v	151v	140v	301^	194^	269^	269^	86v	LT	53v	LT	LT	LT
1 M-W	3.00A	180	CBS	N		86	86	B	1.1	21	93	665	272	137	306	95	212	187	173	72	348	157	233	233	151	100	LT	LT	LT	LT
1 THU.	3.16A	164																												
SUN.	2.30A	210																												
2 M-TH	3.00A	180																												
2.30 - 3.00								A	1.1	17	93	882^	376^	54v	376^	107v	194v	87v	269v	182v	506^	345v	441^	419^	96v	65v	LT	LT	LT	LT
3.00 - 3.30								A	1.3	22	110	809	345^	100v	345^	91v	182^	182^	219^	99v	418^	291^	355^	346^	100v	63v	46v	LT	LT	LT
3.30 - 4.00								A	1.2	24	102	873	383^	118v	383^	128v	206^	187^	206^	118v	451^	304^	373^	373^	88v	78v	LT	LT	LT	LT
4.00 - 4.30								A	1.1	25	93	667	334^	118v	334^	97v	183^	107v	150v	140v	269^	205^	205^	194^	LT	64v	64v	LT	LT	LT
4.30 - 5.00								A	1.0	24	85	424^	248^	177v	248^	118v	118v	LT	LT	130v	117v	117v	117v	106v	LT	LT	59v	LT	LT	LT
5.00 - 5.30								A	1.0	23	85	553^	236^	166v	236^	LT	71v	71v	165v	165v	259^	130v	259^	247^	129v	LT	58v	LT	LT	LT
5.30 - 6.00								A	1.0	22	85	624^	259^	201^	271^	LT	83v	83v	130v	188^	282^	141v	282^	259^	141v	LT	71v	LT	LT	LT
CBS NIGHTWATCH-2-MO.(B)						75		A	1.3	21	110	400v	209v	LT	209v	LT	209v	209v	209v	LT	191v	191v	191v	191v	LT	LT	LT	LT	LT	LT
1 MON.	2.30A	30	CBS	N		69																								
CBS NIGHTWATCH-2-TU.(B)						74		A	1.2	16	102	686^	686^	255v	686^	431v	431v	686^	255v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 TUE.	2.30A	30	CBS	N		69																								
CBS NIGHTWATCH-2-WE.(B)						74		A	1.2	16	102	127v	127v	LT	127v	LT	LT	LT	LT	127v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 WED.	2.30A	30	CBS	N		69																								
CBS NIGHTWATCH-2-TH.(B)						82		A	1.5	20	127	346v	150v	71v	150v	LT	71v	71v	71v	79v	196v	196v	196v	196v	LT	LT	LT	LT	LT	LT
1 THU.	2.30A	46	CBS	N		71																								
2.30 - 3.00								A	1.7	21	144	382v	111v	LT	111v	LT	LT	LT	LT	111v	271v	271v	271v	271v	LT	LT	LT	LT	LT	LT
3.00 - 3.30								A	1.2	18	102	255v	255v	255v	255v	LT	255v	255v	255v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS-NIGHTWATCH-2-MON(B)							77	A	1.4	16	119	529v	395v	76v	395v	LT	LT	252v	319v	143v	134v	LT	134v	134v	134v	LT	LT	LT	LT	LT
2 MON.	2.30A	30	CBS	N			70																							
CBS-NIGHTWATCH-2-TUE(B)							77	A	1.3	16	110	609^	82v	LT	82v	LT	LT	LT	82v	82v	527v	527v	527v	527v	LT	LT	LT	LT	LT	LT
2 TUE.	2.30A	30	CBS	N			70																							
CBS-NIGHTWATCH-2-WED(B)							78	A	1.2	16	102	627^	314v	LT	314v	79v	118v	LT	235v	196v	313v	313v	313v	313v	LT	LT	LT	LT	LT	LT
2 WED.	2.30A	30	CBS	N			70																							
CBS-NIGHTWATCH-2-THU(B)							78	A	1.5	18	127	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 THU.	2.30A	30	CBS	N			70																							

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
CBS SUNDAY NEWS-OSGOOD	19	136	136	A	5.9	12	501	1154	654	211^	702	119^	267	280	290	422	452	117^	229^	226^	233^	188^	LT	LT	LT	LT
SUN. 11.00P 15 CBS N		73	73	B	5.9	12	501	1361	688	274	785	178	359	371	381	365	524	166	294	284	256	206	35	20	17	13
DAVID LETTERMAN I	71	189	189	A	3.9	18	331	1363	595	123^	694	354	456	297	220	192	625	377	477	326	167^	115^	44v	LT	LT	LT
M-TH 12.30A 30 NBC GV		98	98	B	3.8	18	323	1289	529	184	586	245	343	286	244	170	634	362	476	334	212	127	42	LT	27	LT
DAVID LETTERMAN II	71	189	190	A	2.8	17	238	1328	593	80^	622	323	428	303	227^	155^	656	459	546	350	142^	92^	50v	LT	LT	LT
M-TH 1.00A 30 NBC GV		98	98	B	2.8	18	238	1251	495	184	537	236	328	269	229	143	644	396	506	341	205	113	35	LT	35	LT
EYE ON HOLLYWOOD	51	107	107	A	1.6	6	136	912	538	236^	611	147^	287^	280^	279^	243^	293^	73v	176^	198^	155^	95v	LT	LT	LT	LT
1 MON. 12.07A 30 ABC GV		66	66	B	1.7	6	144	1071	485	198	569	196	328	262	275	179	481	160	293	277	246	149	LT	LT	LT	LT
1 TUE. 12.00M 31																										
1 WED. 12.00M 32																										
1 THU. 12.00M 30																										
2 M-W 12.00M 30																										
FRIDAY NIGHT VIDEOS	17	187	187	A	3.3	14	280	1300	569	351^	644	454	515	221^	104v	119^	400^	229^	321^	186^	124^	71v	199^	99v	57v	57v
FRI. 12.30A 90 NBC PC		98	98	B	3.3	16	280	1191	415	182	496	292	387	256	151	90	415	268	339	206	116	64	185	71	95	86
12.30 - 1.00				A	4.3	15	365	1233	515	347	619	403	452	184^	85v	153^	374	181^	273^	249^	137^	87v	187^	93^	53v	53v
1.00 - 1.30				A	3.1	14	263	1342	578	301^	639	461^	514	220^	103v	110v	426^	237^	357^	197^	132^	69v	212^	113v	65v	65v
1.30 - 2.00				A	2.5	14	212	1363	640	401^	683	523^	612	278^	137v	71v	414^	301^	358^	57v	90v	56v	213^	104v	53v	53v
G MICHAELS SPORTS MACHINE	20	74	76	A	1.4	6	119	882^	547^	277^	647^	118v	328^	328^	286^	319^	235v	101v	235v	151v	134v	LT	LT	LT	LT	LT
1 SUN. 11.55P 30 NBC SC		50	50	B	1.5	5	127	891	390	213	422	99	254	285	273	115	452	217	348	332	185	88	LT	LT	LT	LT
2 SUN. 12.00M 30																										
LATE MOVIE I	97	183	182	A	5.9	18	501	1188	560	179	608	153	323	301	320	243	486	170	316	274	249	142	80^	42^	14v	13v
M-W 11.30P 67 CBS FF		93	92	B	5.3	17	450	1219	580	206	642	196	374	350	339	211	495	190	325	282	238	144	56	29	26	15
THU. 11.30P 66																										
1 FRI. 11.30P 70																										
2 FRI. 11.30P 75																										
11.30 - 12.00				A	6.2	17	526	1202	578	190	635	150	321	311	338	265	473	156	300	268	251	144	76^	40^	18v	15v
12.00 - 12.30				A	5.8	20	492	1167	536	181	581	156	318	290	305	225	488	181	325	274	240	135	86^	45^	12v	12v
12.30 - 1.00				A	5.5	22	467	1186	554	166	595	167	344	301	280	217	505	184	331	279	242	156	86^	41^	LT	LT
LATE MOVIE II	97	183	182	A	3.9	20	331	1230	575	184^	596	152^	347	328	317	199	528	193	359	340	268	134^	106^	48^	LT	LT
1 M & TU 12.37A 51 CBS FF		93	92	B	3.6	19	306	1135	522	201	583	176	352	327	315	174	476	197	323	291	231	126	50	25	26	LT
1 WED. 12.37A 53																										
1 THU. 12.36A 48																										
1 FRI. 12.40A 43																										
2 MON. 12.37A 48																										
2 TUE. 12.37A 50																										
2 WED. 12.37A 55																										
2 THU. 12.36A 49																										
2 FRI. 12.45A 42																										
12.30 - 1.00				A	4.2	19	357	1176	549	185	580	160^	345	307	297	194	502	185	343	308	247	137^	94^	39v	LT	LT
1.00 - 1.30				A	3.7	21	314	1271	595	178^	607	142^	349	347	332	201	551	203	382	366	284	128^	113^	58^	LT	LT
SATURDAY NIGHT	16	199	193	A	8.0	22	679	1692	604	385	708	414	561	418	254	111^	539	289	460	330	222	67^	308	138^	137^	131^
SAT. 11.30P 80 NBC GV		99	97	B	7.5	21	637	1517	556	266	644	330	493	389	255	116	550	282	465	393	234	72	229	104	94	84
11.30 - 12.00				A	8.9	21	756	1660	625	377	706	377	543	430	274	118^	555	279	468	332	236	82^	277	115^	122^	111^
12.00 - 12.30				A	8.0	23	679	1673	617	393	695	400	563	432	265	104^	522	271	440	323	226	64^	333	159^	123^	123^
12.30 - 1.00				A	6.7	22	569	1770	523	377	720	501	586	356	187^	113^	543	336	485	344	191^	42v	318	146^	189^	189^

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
TONIGHT SHOW	87	199	197	A	7.8	23	662	1373	666	236	741	282	410	328	278	276	570	220	369	342	265	165	34^	LT	28^	27^
M-F 11.30P 60 NBC GV		99	99	B	7.2	22	611	1364	633	215	686	215	353	338	322	258	585	251	382	315	259	169	58	20	35	23
11.30 - 12.00				A	8.3	22	705	1411	668	249	751	285	415	342	288	281	603	222	395	372	298	174	28^	LT	29^	28^
12.00 - 12.30				A	7.3	25	620	1313	657	218	723	278	400	307	263	269	528	221	340	305	223	152	36^	LT	26^	26^
VIEWPOINT(S)			192	A	3.4	12	289	1097	584^	100v	626^	79v	208v	221^	219v	367^	471^	250^	263^	219v	90v	190v	LT	LT	LT	LT
2 THU. 11.30P 90 ABC N			97																							
11.30 - 12.00				A	4.8	14	408	1311	718	184^	796	168^	331^	318^	307^	400^	515^	290^	319^	228^	94v	182^	LT	LT	LT	LT
12.00 - 12.30				A	3.1	11	263	989	547^	27v	547^	LT	129v	175v	175v	372^	442^	218v	218v	198v	95v	201v	LT	LT	LT	LT
12.30 - 1.00				A	2.3	11	195	821^	385^	26v	385^	LT	67v	103v	103v	282v	436^	216v	216v	236v	82v	200v	LT	LT	LT	LT
•WEEKDAY DAYTIME																										
ABC DAYTIME NEWSBRIEF-M-F	90	207	207	A	8.9	27	756	1255	825	234	927	464	642	498	331	244	178	71^	89	64^	52^	85	65^	59^	85	31^
1 M-F 2.58P 1 ABC N		99	99	B	8.1	27	688	1292	796	236	900	441	635	486	350	224	225	100	131	92	60	89	68	57	99	32
2 MON. 2.57P 2																										
2 TU-F 2.58P 1																										
ABC WORLD NEWS-MORN-615A	90	111	111	A	1.8	19	153	1163	563	275^	582	196^	346^	346^	262^	177^	444	150^	340^	321^	235^	104^	LT	LT	137^	137^
M-F 6.15A 15 ABC N		79	79	B	1.5	17	127	1165	559	274	593	200	404	371	278	157	450	112	286	290	276	141	47	LT	75	66
ABC WORLD NEWS-MORN-645A	90	172	170	A	2.5	17	212	1410	758	339	787	226^	575	594	476	151^	392	193^	241^	217^	123^	137^	57v	47v	174^	114^
M-F 6.45A 15 ABC N		93	93	B	2.5	19	212	1281	622	261	670	210	461	454	365	158	435	123	246	251	239	158	68	39	108	75
ALL MY CHILDREN	84	209	209	A	9.0	26	764	1369	899	280	999	528	733	567	334	230	204	98	136	95	78^	68^	58^	42^	108	13v
M-F 1.00P 60 ABC DD		99	99	B	8.2	26	696	1384	872	267	986	513	710	527	345	228	244	128	167	115	68	75	52	41	102	23
1.00 - 1.30				A	8.6	25	730	1368	892	277	983	511	715	554	331	232	219	105	152	106	85	67^	60^	42^	106	13v
1.30 - 2.00				A	9.4	27	798	1353	899	285	1008	544	748	575	331	225	185	86	119	86	71^	66^	55^	40^	105	12v
ANOTHER WORLD	87	202	202	A	6.1	19	518	1407	936	238	1068	352	624	514	498	419	216	87^	98^	51^	91^	112^	40^	24v	83^	35^
M-F 2.00P 60 NBC DD		99	99	B	5.6	19	475	1374	891	171	980	315	507	423	430	437	241	90	107	82	92	115	50	40	103	34
2.00 - 2.30				A	6.3	19	535	1419	942	239	1065	356	630	514	495	414	233	94^	111^	59^	99^	115^	39^	25v	82^	34^
2.30 - 3.00				A	5.9	18	501	1367	928	235	1058	341	608	504	493	424	195	74^	82^	43^	86^	108^	37^	24v	77^	32^
AS THE WORLD TURNS	92	205	205	A	7.5	22	637	1243	799	108	876	196	369	340	348	455	252	62^	108	101	113	126	53^	34^	62^	27^
M-F 1.30P 60 CBS DD		99	99	B	7.2	23	611	1200	802	109	882	224	380	341	356	451	225	49	89	77	102	124	33	16	60	18
1.30 - 2.00				A	7.4	22	628	1255	808	105	882	191	372	347	353	461	266	71^	114	105	117	131	50^	33^	57^	22v
2.00 - 2.30				A	7.7	23	654	1206	778	103	854	198	359	326	337	442	233	56^	103	91^	103	120	57^	35^	62^	31^
BODY LANGUAGE	90	103	103	A	2.7	7	229	1371	703	171^	873	258^	406	328	367	423	332	26v	188^	206^	232^	108^	43v	LT	123^	65v
M-F 4.00P 30 CBS PV		55	55	B	2.8	8	238	1294	733	193	841	236	373	324	336	414	304	60	139	141	160	146	52	26	97	47
CAPITOL	92	197	197	A	6.2	19	526	1298	789	131	862	212	389	337	352	414	258	61^	135	116^	123	114^	107^	52^	71^	28v
M-F 2.30P 30 CBS DD		95	95	B	5.9	20	501	1200	762	117	852	231	382	338	359	416	218	48	91	81	107	118	58	26	72	22
CBS EARLY MORNING NEWS	95	139	139	A	1.5	15	127	1000	425^	188^	425^	LT	142^	213^	252^	212^	386^	55v	95v	142^	213^	189^	94v	LT	95v	95v
M-F 6.30A 30 CBS N		89	89	B	1.6	17	136	1123	460	200	472	78	233	272	306	177	579	164	273	304	268	243	38	LT	LT	LT
CBS MORNING NEWS 1	95	201	201	A	3.5	15	297	1077	528	212	552	64^	270	279	340	246	434	78^	154^	125^	195^	269	17v	LT	74^	50v
M-F 7.30A 30 CBS N		99	99	B	3.3	16	280	1132	585	169	609	113	311	316	316	258	450	70	178	170	204	259	21	LT	52	29
CBS MORNING NEWS 2	95	201	201	A	4.0	15	340	1126	643	129^	685	97^	291	270	361	356	359	47^	89^	75^	139^	264	35v	LT	47^	27v
M-F 8.30A 30 CBS N		99	99	B	3.7	16	314	1085	610	116	652	112	269	268	312	333	362	62	132	127	153	212	18	LT	53	21
DAYS OF OUR LIVES	87	204	204	A	7.9	23	671	1450	881	244	981	319	575	493	475	372	345	135	170	102	143	145	52^	43^	72^	42^
M-F 1.00P 60 NBC DD		99	99	B	7.1	23	603	1378	828	198	929	327	511	432	410	373	302	111	145	107	117	138	66	54	81	31
CONT'D																										

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
DAYS OF OUR LIVES-CONT'D																										
1.00 - 1.30				A	7.6	22	645	1454	882	244	981	305	562	489	484	379	355	135	172	102	147	153	49^	40^	69^	39^
1.30 - 2.00				A	8.2	24	696	1428	878	238	973	327	580	491	466	366	332	135	167	100	135	135	51^	43^	72^	44^
FAMILY FEUD	83	183	183	A	4.0	14	340	1362	767	183	897	398	588	501	326	269	353	183	194	177^	97^	135^	47^	17v	65^	LT
M-F 11.30A 30 ABC QP		89	89	B	3.3	13	280	1361	821	198	907	409	570	427	313	295	298	137	177	149	98	99	53	35	103	36
GENERAL HOSPITAL	84	207	207	A	9.7	28	824	1266	782	218	875	420	592	471	323	238	174	57^	85	69^	69^	86	109	97	108	55^
M-F 3.00P 60 ABC DD		99	99	B	9.1	28	773	1330	794	230	893	428	618	473	343	230	223	96	130	96	72	87	117	102	97	49
3.00 - 3.30				A	9.6	29	815	1254	804	226	892	434	606	475	320	242	168	56^	83	66^	63^	85	88	83	106	56^
3.30 - 4.00				A	9.8	28	832	1264	757	209	852	404	575	461	321	234	174	57^	86	70^	70^	84	127	108	111	54^
GOOD MORNING, AMERICA-730	90	205	205	A	5.1	23	433	1279	769	305	783	266	499	502	387	224	348	78^	155	136^	167	187	92^	39^	56^	30v
M-F 7.30A 30 ABC N		99	99	B	4.8	23	408	1282	724	207	741	251	422	406	334	263	382	72	163	169	205	195	52	17	107	57
GOOD MORNING, AMERICA-830	90	203	203	A	6.2	24	526	1205	792	245	805	261	472	429	372	292	356	78^	159	148	163	197	35^	LT	9v	LT
M-F 8.30A 30 ABC N		99	99	B	5.4	23	458	1240	784	165	808	239	421	399	379	333	360	85	159	146	167	186	13	LT	59	17
GUIDING LIGHT	91	206	205	A	8.0	23	679	1448	798	151	870	198	395	352	377	430	263	68^	142	123	124	105	192	99	123	65^
M-F 3.00P 60 CBS DD		99	99	B	7.5	24	637	1288	765	143	862	207	397	353	391	420	210	45	91	83	103	108	129	70	87	39
3.00 - 3.30				A	7.9	24	671	1416	795	144	867	199	394	342	371	433	264	67^	140	123	124	108	174	88^	111	53^
3.30 - 4.00				A	8.2	23	696	1445	785	150	851	194	386	349	370	420	260	68^	140	122	124	103	203	106	131	73^
LOVING	84	187	187	A	4.6	15	391	1240	764	206	848	416	578	442	284	250	222	99^	109^	80^	53^	113^	27v	18v	143^	LT
M-F 12.30P 30 ABC DD		94	94	B	4.2	15	357	1333	788	236	898	446	626	449	331	233	253	105	128	81	63	121	53	38	129	38
NBC NEWS AT SUNRISE	90	176	176	A	2.1	16	178	1230	540	129^	545	123^	309^	270^	315^	236^	540	191^	320^	315^	304^	168^	106^	45v	39v	LT
M-F 6.30A 30 NBC N		95	95	B	1.9	16	161	1246	671	245	685	107	369	414	441	249	510	163	333	305	250	157	LT	LT	33	LT
NBC NEWS DIGEST-DAYTIME	53	198	199	A	5.1	16	433	1367	902	263	1052	368	636	517	466	386	189	85^	97^	43^	83^	91^	38^	22v	88^	46^
MWF 2.57P 1 NBC N		98	98	B	4.6	15	391	1369	881	161	972	329	521	444	419	413	219	77	91	67	89	112	55	44	123	43
NBC SPECIAL TREAT(S)		125		A	4.2	10	357	1958	595^	372^	783	354^	478^	419^	272^	257^	433^	206^	331^	253^	215^	88v	157v	34v	585^	485^
1 TUE. 4.00P 60 NBC FV		80																								
4.00 - 4.30				A	3.8	10	323	1864	572^	349^	742^	340^	461^	403^	257^	234^	434^	229^	352^	258^	205^	65v	122v	LT	566^	462^
4.30 - 5.00				A	4.6	11	391	2026	612^	389^	817	365^	491^	427^	286^	278^	428^	183^	310^	245^	225^	106v	180^	61v	601^	504^
NEWSBREAK-11.57	93	186	186	A	8.1	28	688	1362	727	152	794	241	400	352	331	359	390	76^	193	182	198	182	40^	20v	138	35^
M-F 11.57A 2 CBS N		91	91	B	7.4	29	628	1224	646	141	742	197	328	292	311	374	344	79	149	128	133	184	31	14	107	35
NEWSBREAK-3.57	91	189	189	A	6.5	18	552	1437	767	165	832	200	370	337	342	408	270	70^	138	125	132	111^	199	92^	136	81^
M-F 3.57P 2 CBS N		91	91	B	6.2	19	526	1260	751	147	845	210	375	333	364	418	210	40	87	84	110	111	112	56	93	49
ONE LIFE TO LIVE	85	207	207	A	8.1	25	688	1243	835	254	936	465	651	509	342	246	171	70^	93	70^	55^	77^	63^	54^	73^	24^
M-F 2.00P 60 ABC DD		99	99	B	7.5	25	637	1308	825	258	934	468	666	516	357	223	223	100	132	96	59	86	61	49	90	27
2.00 - 2.30				A	7.9	24	671	1259	851	253	958	482	672	514	345	250	177	73^	97	72^	59^	80^	60^	52^	64^	18v
2.30 - 3.00				A	8.2	26	696	1239	829	253	930	457	642	510	344	245	166	68^	87^	65^	47^	77^	64^	56^	79^	30^
PRESS YOUR LUCK	91	170	170	A	5.7	21	484	1353	689	183	774	211	342	272	338	405	363	72^	163	157	188	174	50^	25v	166	41^
M-F 10.30A 30 CBS QP		83	84	B	4.9	20	416	1298	699	146	799	209	344	301	347	414	317	69	136	134	149	156	44	23	138	54
PRICE IS RIGHT 1	92	207	207	A	8.1	29	688	1362	682	162	764	215	366	315	334	373	385	61^	185	188	200	188	50^	25^	163	39^
M-F 11.00A 30 CBS AP		99	99	B	7.1	29	603	1238	651	141	748	195	318	281	312	392	337	78	145	135	132	174	32	13	121	38
PRICE IS RIGHT 2	91	207	207	A	10.2	36	866	1352	696	155	772	219	365	326	318	373	392	63^	177	177	188	201	51^	22^	137	39^
M-F 11.30A 30 CBS AP		99	99	B	8.9	35	756	1238	649	137	745	190	317	288	309	388	347	79	145	130	129	189	33	14	113	35

1ST FEB. 1985 REPORT

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
RYAN'S HOPE	84	173	173	A	3.7	12	314	1449	843	213	1000	494	717	497	357	258	258	69^	140^	117^	131^	115^	54^	41v	137^	LT
M-F 12.00N 30 ABC DD		93	93	B	3.3	12	280	1399	815	214	961	488	679	474	340	252	235	87	124	95	86	106	58	41	145	39
SALE OF THE CENTURY	87	157	158	A	4.9	18	416	1365	833	101^	870	219	462	388	423	367	333	45^	151	171	199	139^	41^	LT	121^	20v
M-F 10.30A 30 NBC QG		88	88	B	4.5	18	382	1282	722	111	791	223	368	294	306	385	311	93	148	135	114	144	54	27	126	49
SANTA BARBARA	87	187	188	A	3.9	11	331	1486	846	228	991	404	643	537	436	290	214	105^	129^	56^	76^	85^	84^	48^	197	40v
M-F 3.00P 60 NBC DD		94	95	B	3.3	10	280	1447	770	163	902	380	533	427	373	312	237	89	118	94	99	101	103	69	205	101
3.00 - 3.30				A	3.8	11	323	1492	873	234	999	407	659	539	428	304	218	112^	135^	54^	72^	83^	74^	47v	201	37v
3.30 - 4.00				A	4.0	11	340	1447	806	211	962	390	615	524	433	276	211	102^	126^	58^	77^	85^	85^	47^	189	41v
SCRABBLE	87	199	199	A	6.0	21	509	1285	796	157	897	188	405	326	448	454	250	63^	79^	92^	94^	144	40^	12v	98^	50^
M-F 11.30A 30 NBC QG		95	95	B	5.7	22	484	1280	764	141	837	206	355	299	357	436	284	82	107	90	107	156	47	26	112	39
SEARCH FOR TOMORROW	88	151	151	A	3.6	12	306	1232	762	183^	811	137^	372	334	457	399	242	50v	56^	65^	117^	143^	38v	36v	141^	85^
M-F 12.30P 30 NBC DD		74	74	B	3.3	12	280	1284	757	131	827	182	293	281	397	480	296	68	76	80	126	189	63	44	98	35
SUPER PASSWORD	87	140	140	A	4.0	13	340	1238	684	111^	773	101^	279	271	370	452	311	67^	106^	74^	177^	190	59^	41v	95^	21v
M-F 12.00N 30 NBC QG		69	69	B	3.3	12	280	1230	729	147	805	137	292	287	355	466	281	70	106	78	121	166	49	37	95	34
TIME MACHINE	24	142	144	A	2.9	11	246	1317	873	122^	894	236^	532	455	423	329	285	53v	98^	139^	150^	138^	24v	24v	114^	28v
M-F 10.00A 30 NBC QG		86	86	B	3.0	11	255	1430	820	130	855	255	505	430	384	313	315	79	133	145	153	149	65	36	195	70
TODAY SHOW-7.30AM	90	202	202	A	4.9	22	416	1233	731	281	759	182	352	395	368	321	347	36v	109^	149	205	190	77^	34v	50^	39^
M-F 7.30A 30 NBC N		99	99	B	4.4	21	374	1334	703	271	727	152	332	383	360	324	449	85	200	196	220	226	50	22	108	76
TODAY SHOW-8.30AM	90	202	202	A	5.3	20	450	1196	703	160	736	176	294	329	295	360	399	75^	165	159	186	214	LT	LT	53^	22v
M-F 8.30A 30 NBC N		99	99	B	4.8	21	408	1277	718	157	745	170	293	315	316	382	433	83	172	167	190	233	22	LT	77	30
TRIVIA TRAP	84	180	182	A	3.6	13	306	1454	765	222	899	409	592	404	288	288	376	141^	192^	162^	160^	171^	84^	35v	95^	20v
M-F 11.00A 30 ABC QP		87	88	B	3.2	13	272	1377	820	222	891	382	575	446	341	283	319	149	198	151	111	107	61	29	106	42
$25,000 PYRAMID	92	178	178	A	6.2	23	526	1211	668	99^	737	177	293	265	313	415	364	70^	183	172	187	161	32^	9v	78^	19v
M-F 10.00A 30 CBS QP		88	89	B	5.3	22	450	1227	694	115	797	185	320	290	347	434	327	81	151	133	138	157	16	LT	87	30
WHEEL OF FORTUNE	87	206	206	A	7.9	29	671	1231	767	162	861	184	388	340	420	421	256	47^	74^	80^	114	166	38^	17v	76^	33^
M-F 11.00A 30 NBC QG		99	99	B	7.3	29	620	1237	757	132	824	188	324	297	345	443	286	76	107	87	113	163	41	23	86	34
YOUNG AND THE RESTLESS	91	207	207	A	8.6	28	730	1330	825	189	907	293	477	420	367	392	282	53^	106	116	140	145	66^	36^	75^	26^
M-F 12.30P 60 CBS DD		99	99	B	8.3	30	705	1251	796	151	890	290	464	402	379	382	252	61	102	85	103	136	37	22	72	16
12.30 - 1.00				A	8.6	28	730	1321	817	190	898	297	475	418	358	386	278	52^	105	112	134	146	64^	35^	81^	25^
1.00 - 1.30				A	8.6	27	730	1323	831	182	909	286	470	418	370	397	282	53^	106	116	142	145	61^	35^	71^	29^
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	18	187	188	A	6.2	18	526	1817	442	142^	523	300	389	276	114^	124^	238^	134^	183^	190^	77^	37v	190^	88^	866	485
SAT. 12.00N 30 ABC FV		93	90	B	5.2	16	441	1665	411	135	491	263	363	270	170	118	273	125	190	183	106	60	254	149	647	392
ABC WIDE WORLD-SPORTS SAT	6	192	186	A	7.6	17	645	1453	556	265	638	237	351	306	287	231	523	180^	331	328	257	140^	117^	48v	175^	148^
1 SAT. 4.01P 119 ABC SA		96	95	B	8.1	17	688	1467	550	246	610	199	331	308	280	244	602	197	369	372	295	191	106	45	149	120
2 SAT. 4.31P 89																										
4.00 - 4.30				A	7.7	18	654	1369	551	288^	675	234^	391	375^	312^	241^	473	72v	246^	273^	286^	165^	24v	24v	197^	142^
4.30 - 5.00				A	7.2	16	611	1447	566	276	623	246	327	278	259	243	526	164^	298	317	262	162^	118^	40v	180^	151^
5.00 - 5.30				A	7.6	17	645	1474	552	306	641	240	356	327	295	214	537	233	379	361	230	112^	127^	57^	169^	148^
5.30 - 6.00				A	8.2	17	696	1451	551	210	625	224	343	277	289	229	518	190	346	330	261	127^	142^	59^	166^	143^
ABC WIDE WORLD-SPORTS SUN CONT'D	4	185	184	A	7.2	15	611	1773	643	321	682	186^	367	392	374	251	766	202^	521	544	472	186^	63^	LT	262	154^

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ABC WIDE WORLD-SPO-CONT'D																										
SUN. 4.00P 120 ABC SA		93	93	B	11.0	22	934	1661	528	209	565	141	316	297	304	213	832	266	510	511	429	259	88	27	176	94
4.00 - 4.30				A	5.6	13	475	1678	605	331	666	215^	374	352	342	243^	695	227^	463	458	377	173^	46v	17v	271	162^
4.30 - 5.00				A	6.9	15	586	1647	596	295	633	168^	335	351	346	242	739	197^	505	540	457	176^	43v	15v	232	121^
5.00 - 5.30				A	7.8	16	662	1873	660	332	692	201	398	429	384	233	845	184^	616	648	573	174^	65^	LT	271	157^
5.30 - 6.00				A	8.8	16	747	1759	666	311	687	159^	340	397	387	270	729	197	468	491	438	201	80^	LT	263	165^
ALVIN AND THE CHIPMUNKS	20	204	204	A	8.2	25	696	2062	309	79^	323	216	270	200	97^	45v	219	155^	194	186	41v	23v	263	135^	1257	760
SAT. 10.30A 30 NBC CA		99	98	B	8.7	29	739	1729	322	107	360	202	280	187	132	71	201	114	149	121	63	40	242	156	926	542
AMERICAN BANDSTAND	19	166	172	A	4.4	12	374	1631	564	307^	639	323^	522	414	223^	117^	383	147^	214^	251^	169^	116^	208^	136^	401	244^
SAT. 12.30P 60 ABC PC		82	86	B	3.8	12	323	1567	464	170	567	312	428	310	194	125	371	180	232	227	147	89	236	151	393	219
12.30 - 1.00				A	4.4	12	374	1666	583	267^	653	287^	500	402	238^	153^	316^	133^	186^	233^	153^	83v	189^	112^	508	278^
1.00 - 1.30				A	4.4	12	374	1570	533	335^	619	357	536	423	201^	83v	439	155^	234^	268^	179^	144^	220^	154^	292^	207^
BING CROSBY-PRO AM-SAT.(S)		181		A	5.7	12	484	1085	368^	74v	393^	62v	68v	94v	121v	299^	647	158^	235^	285^	210^	348^	35v	17v	10v	LT
1 SAT. 4.39P 81 CBS SE		94																								
4.30 - 5.00				A	4.7	11	399	1276	369^	60v	394^	67v	95v	135v	143v	259^	818	309^	412^	392^	231^	356^	39v	15v	25v	15v
5.00 - 5.30				A	5.5	12	467	1041	322^	73v	322^	41v	41v	41v	85v	281^	649	156^	240^	304^	213^	345^	55v	17v	15v	15v
5.30 - 6.00				A	6.5	14	552	1045	417^	84v	462	79v	79v	123^	146^	339^	567	89v	143^	217^	197^	350^	16v	16v	LT	LT
BING CROSBY-PRO AM-SUN.(S)		208		A	6.8	15	577	1251	455	85v	493	21v	76v	99v	199^	394^	733	130^	254^	293^	318^	440	14v	12v	11v	LT
1 SUN. 3.05P 175 CBS SE		99																								
3.00 - 3.30				A	4.8	12	408	1145	375^	98v	404^	46v	95v	108v	162^	296^	699	132v	231^	257^	262^	442^	30v	20v	12v	LT
3.30 - 4.00				A	5.5	13	467	1208	464^	124v	494^	43v	98v	120v	210^	374^	697	110v	196^	225^	236^	472^	17v	17v	LT	LT
4.00 - 4.30				A	6.5	15	552	1263	481	84v	512	41v	108v	125^	202^	387^	737	131^	247^	297^	345^	440^	14v	14v	LT	LT
4.30 - 5.00				A	7.0	15	594	1207	434	62v	483	22v	60v	81v	183^	402^	710	135^	237^	286^	291^	424	14v	14v	LT	LT
5.00 - 5.30				A	7.9	16	671	1253	427	66v	461	LT	58v	76v	181^	385	755	135^	285^	327^	356^	428	LT	LT	31v	18v
5.30 - 6.00				A	8.8	17	747	1336	497	89^	540	LT	59v	93^	227^	447	766	129^	286^	322^	362	444	14v	LT	16v	LT
BUGS BUNNY/ROAD RUNNER 1	6	200	199	A	7.0	22	594	1788	353	116^	402	172^	291	207^	152^	111^	354	220	263	208^	91^	53v	224	90^	808	414
SAT. 10.00A 30 CBS CA		99	99	B	6.3	20	535	1647	328	125	397	186	273	196	120	121	339	218	272	235	87	54	160	47	751	365
BUGS BUNNY/ROAD RUNNER 2	6	201	202	A	6.7	20	569	1847	410	176^	450	182^	326	249	172^	124^	366	244	303	179^	74^	63^	191^	49v	840	432
SAT. 10.30A 30 CBS CA		99	99	B	6.8	21	577	1722	331	201	401	198	289	210	124	107	352	214	288	221	105	62	188	54	781	390
BUGS BUNNY/ROAD RUNNER 3	6	191	195	A	6.6	20	560	1807	376	217^	449	264	322	135^	96^	127^	294	189^	226^	118^	60^	68^	168^	38v	896	469
SAT. 11.00A 30 CBS CA		95	96	B	6.8	21	577	1732	373	193	459	238	340	216	137	116	357	215	276	200	107	74	182	52	734	372
BUSCH CLASH(S)			202	A	5.7	16	484	1758	498^	173^	498^	185^	338^	340^	199^	158^	910	473^	680	594	356^	209^	141^	LT	209^	75v
2 SUN. 1.00P 36 CBS SE			98																							
1.00 - 1.30				A	5.6	16	475	1781	492^	173^	492^	188^	334^	334^	190^	158^	894	463^	665	587	348^	205^	153^	LT	242^	78v
1.30 - 2.00				A	6.6	18	560	1548	487	169^	487	165^	333^	347^	218^	140^	933	484	721	596	378^	212^	79v	LT	49v	49v
CBS NCAA BASKETBALL-SAT	11	198	196	A	5.5	15	467	1467	434	133^	475	123^	309	286	279	157^	716	264^	429	458	319	217^	137^	11v	139^	80^
1 SAT. 12.00N 127 CBS SE		98	97	B	4.8	13	408	1428	360	128	405	119	239	209	206	146	724	305	458	419	309	207	120	20	179	107
2 SAT. 2.00P 127																										
12.00 - 12.30				A	5.0	13	425	1259	444^	167^	444^	132v	216^	223^	180^	221^	528^	190^	289^	336^	210^	192^	107v	12v	180^	104v
12.30 - 1.00				A	6.0	15	509	1216	415^	154^	415^	97v	192^	196^	205^	219^	543	182^	272^	320^	221^	223^	122v	20v	136^	75v
1.00 - 1.30				A	5.9	15	501	1411	449^	176^	489^	116v	259^	231^	277^	218^	649	182^	333^	396^	338^	253^	82v	LT	191^	146^
1.30 - 2.00				A	6.4	16	543	1381	391^	155^	440^	134^	230^	189^	244^	201^	702	216^	403^	420^	385^	217^	92v	LT	147^	110v
2.00 - 2.30				A	5.2	14	441	1635	484	134^	550	174^	406	366	295	133^	844	340	574	602	353	211^	119^	15v	122^	31v
2.30 - 3.00				A	3.9	11	331	1740	484^	97v	541^	160v	439^	381^	319^	102v	945	367^	653^	665^	414^	247^	157v	23v	97v	LT
3.00 - 3.30				A	4.7	13	399	1534	474^	113v	534^	109v	436^	376^	379^	98v	828	394^	522^	480^	270^	211^	172^	LT	LT	LT
CONT'D																										

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1985 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NCAA BASKETBAL-CONT'D																										
3.30 - 4.00				A	6.0	16	509	1739	442^	85v	442^	68v	374^	374^	350^	68v	880	337^	543	582	413^	223^	221^	LT	196^	126^
4.00 - 4.30				A	6.7	18	569	1341	335^	55v	395^	118^	245^	295^	277^	100v	451	129^	184^	260^	190^	191^	288^	76v	207^	134^
CBS NCAA BASKETBALL-SUN	3	201		A	6.2	16	526	1177	267^	122^	286^	72v	108v	112v	115v	169^	754	264^	443^	456^	309^	264^	110v	21v	27v	17v
1 SUN. 1.00P 125 CBS SE		98		B	6.6	16	560	1462	366	196	386	128	206	205	152	168	790	309	505	483	330	244	120	49	166	116
1.00 - 1.30				A	5.8	16	492	1217	267^	110v	305^	120v	120v	113v	97v	161^	685	288^	391^	389^	236^	245^	152^	16v	75v	51v
1.30 - 2.00				A	6.3	16	535	1200	253^	144^	275^	98v	129^	144^	104v	131^	740	296^	462^	456^	273^	241^	143^	24v	42v	26v
2.00 - 2.30				A	6.5	17	552	1150	252^	116^	266^	38v	96v	96v	123^	170^	809	269^	479	482	343^	279^	75v	29v	LT	LT
2.30 - 3.00				A	6.3	16	535	1135	274^	115v	291^	40v	90v	90v	127^	201^	761	205^	437^	491	378^	270^	83v	16v	LT	LT
CBS SPORTS SATURDAY	5		160	A	5.6	14	475	1448	394^	36v	409^	37v	173^	242^	259^	167^	712	185^	354^	370^	384^	324^	119v	16v	208^	165^
2 SAT. 4.07P 113 CBS SA			84	B	5.1	13	433	1295	403	142	429	91	228	242	248	162	704	201	390	397	362	261	91	25	71	51
4.00 - 4.30				A	4.3	11	365	1268	329^	LT	372^	85v	227^	265^	287^	107v	482^	134v	189^	229^	230^	253^	250^	104v	164v	84v
4.30 - 5.00				A	4.9	12	416	1279	380^	32v	425^	45v	197^	252^	260^	173^	631	170^	271^	272^	319^	333^	85v	LT	138v	111v
5.00 - 5.30				A	6.3	15	535	1557	393^	45v	393^	LT	138^	217^	267^	176^	805	210^	447^	466	460^	319^	104v	LT	255^	210^
5.30 - 6.00				A	6.6	15	560	1557	433^	49v	433^	41v	162^	248^	235^	185^	791	196^	410^	418^	432^	353^	92v	LT	241^	202^
CBS SPORTS SUNDAY	2		178	A	6.7	14	569	1731	581	308^	649	274^	412^	380^	239^	187^	772	292^	507	461	289^	218^	91v	40v	219^	138^
2 SUN. 4.30P 90 CBS SA			91	B	7.6	16	645	1485	489	235	549	193	319	312	222	190	649	194	401	401	315	201	120	35	167	117
4.30 - 5.00				A	7.0	16	594	1618	522	343^	604	241^	403^	378^	251^	169^	754	252^	422	440	346^	201^	146^	70v	114^	80v
5.00 - 5.30				A	6.6	14	560	1811	628	302^	690	320^	438^	397^	225^	192^	699	288^	489	422^	201^	210^	69v	35v	353^	239^
5.30 - 6.00				A	6.5	13	552	1777	605	287^	667	265^	404^	373^	245^	206^	858	339^	616	522	313^	242^	50v	16v	202^	99v
CHARLIE BROWN&SNOOPY SHOW	6		129	A	3.8	10	323	1625	523^	53v	523^	229^	229^	157v	140v	294^	530^	233^	314^	314^	81v	216^	67v	67v	505^	266^
2 SAT. 1.30P 30 CBS CA			62	B	3.9	12	331	1766	571	125	581	316	375	289	129	189	396	148	205	180	101	184	140	78	649	455
DRAGON'S LAIR	19	201	202	A	5.3	17	450	1702	234^	49v	271^	189^	215^	109^	49v	56v	348	254^	268^	71v	43v	67v	192^	48v	891	527
SAT. 10.00A 30 ABC CA		98	98	B	5.0	17	425	1704	255	68	294	153	213	156	95	75	259	141	208	141	90	45	247	93	904	512
DUNGEONS AND DRAGONS	14	198	199	A	6.8	23	577	1711	272	52v	289	151^	223	141^	80^	66^	199^	96^	146^	111^	77^	28v	293	139^	930	482
SAT. 9.30A 30 CBS CA		98	98	B	5.8	20	492	1766	268	110	309	171	228	166	87	72	228	128	184	159	79	33	318	124	911	473
FACE THE NATION	18	158	159	A	3.5	10	297	1242	569	236^	626	128^	246^	306^	300^	320^	525	118^	228^	272^	333^	253^	54v	20v	37v	LT
SUN. 10.30A 30 CBS CC		90	90	B	3.3	10	280	1247	541	202	569	126	205	213	212	323	571	180	303	309	271	242	33	LT	74	51
GET ALONG GANG	20	204	203	A	4.7	21	399	1298	189^	95^	189^	62v	115^	115^	53v	74v	121^	LT	59v	59v	59v	62v	63v	63v	925	494
SAT. 8.30A 30 CBS CA		99	99	B	4.2	20	357	1568	254	72	279	141	180	140	78	89	199	61	118	111	93	77	129	79	961	559
HAWAIIAN OPEN GOLF-SAT(S)			159	A	4.8	11	408	1414	504^	29v	516^	22v	46v	154v	306^	362^	697	109v	320^	383^	455^	314^	91v	27v	110v	82v
2 SAT. 5.08P 82 NBC SE			90																							
5.00 - 5.30				A	4.2	10	357	1423	501^	LT	501^	LT	19v	163v	348^	338^	743	162v	418^	474^	465^	269^	59v	LT	120v	LT
5.30 - 6.00				A	5.1	12	433	1455	521^	LT	521^	LT	22v	156^	372^	365^	738	133v	370^	424^	452^	314^	67v	LT	129v	129v
6.00 - 6.30				A	5.0	10	425	1358	488^	78v	521^	60v	89v	150^	214^	371^	622	52v	205^	286^	447^	336^	135v	70v	80v	80v
HAWAIIAN OPEN GOLF-SUN(S)			186	A	5.9	12	501	1417	529	79v	541	15v	83v	172^	352^	357^	766	156^	302^	367^	407^	399^	23v	LT	87v	51v
2 SUN. 4.30P 125 NBC SE			98																							
4.30 - 5.00				A	5.2	12	441	1370	499^	34v	499^	LT	61v	198^	368^	301^	737	162^	303^	352^	388^	385^	15v	LT	119v	119v
5.00 - 5.30				A	5.6	12	475	1335	484^	38v	484^	LT	65v	147^	336^	337^	817	187^	338^	404^	402^	413^	34v	34v	LT	LT
5.30 - 6.00				A	6.5	13	552	1368	527	36v	527	13v	59v	154^	331^	373^	744	141^	283^	350^	383^	394^	LT	LT	97v	15v
6.00 - 6.30				A	6.3	11	535	1501	557	170^	598	41v	113v	168^	342^	389^	755	137^	298^	368^	446^	387^	43v	LT	105v	55v
INCREDIBLE HULK	6	144	115	A	4.9	14	416	2007	319	139^	336	175^	205^	170^	139^	89^	305	221^	235^	195^	46v	58v	166^	LT	1200	515
SAT. 12.30P 30 NBC CA		79	65	B	4.5	13	382	1666	322	124	345	204	264	219	128	56	354	228	265	190	72	73	149	30	818	398
IN THE NEWS- 8.26AM	20	187	187	A	3.4	18	289	1235	253^	146^	253^	90v	180^	180^	90v	73v	113^	LT	75v	75v	75v	38v	38v	38v	831	533
SAT. 8.26A 3 CBS CN		94	94	B	3.2	18	272	1441	234	81	260	120	160	117	73	88	219	95	136	127	80	81	81	52	881	520

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																																
IN THE NEWS- 8.56AM							20	204	203	A	5.0	21	425	1287	183^	90^	183^	52v	115^	115^	63v	68v	104^	LT	54v	54v	54v	50v	66v	66v	934	510
		SAT.	8.56A	3	CBS	CN		99	99	B	4.6	21	391	1566	248	70	277	142	180	135	75	88	191	56	114	108	91	72	142	87	956	548
IN THE NEWS- 9.56AM							14	198	199	A	6.4	21	543	1665	275	54v	291	157^	231^	141^	84^	60^	218^	106^	151^	106^	75^	44v	276	137^	880	472
		SAT.	9.56A	3	CBS	CN		98	98	B	5.5	19	467	1655	273	114	315	173	229	162	89	76	227	126	179	153	76	38	278	106	835	431
IN THE NEWS-11.26AM							12	191	195	A	5.9	17	501	1772	396	224^	482	282	330	122^	92^	152^	312	198^	223^	128^	66^	89^	146^	25v	832	400
		SAT.	11.26A	3	CBS	CN		95	96	B	5.4	18	458	1550	357	200	431	203	301	208	138	110	341	211	260	188	97	76	205	78	573	316
IN THE NEWS-11.56AM							17	181	191	A	4.4	13	374	1850	428	182^	457	155^	257^	234^	178^	168^	422	254^	313^	254^	138^	94^	126^	56v	845	434
		SAT.	11.56A	3	CBS	CN		92	95	B	4.2	13	357	1672	412	168	491	232	336	224	152	140	348	191	263	202	122	77	168	71	665	399
IN THE NEWS- 1.56PM							6		128	A	3.8	10	323	1650	535^	84v	535^	132v	132v	132v	190v	403^	594^	205^	322^	322^	117v	272^	71v	71v	450^	245^
	2	SAT.	1.56P	3	CBS	CN			62	B	3.7	11	314	1708	564	123	564	309	350	272	120	200	390	149	198	172	90	185	145	84	609	444
KIDD VIDEO							20	193	174	A	6.9	22	586	1974	299	51v	316	167^	227	176^	113^	77^	233	176^	186^	169^	37v	20v	233	137^	1192	673
		SAT.	11.00A	30	NBC	CA		97	86	B	7.0	24	594	1708	335	99	368	221	284	170	116	76	212	135	164	121	55	38	266	159	862	514
LITTLES							20	193	194	A	6.4	19	543	1729	350	66^	425	245	308	182^	113^	103^	192^	52v	111^	114^	103^	54v	224^	106^	888	421
		SAT.	11.30A	30	ABC	CA		94	94	B	6.0	20	509	1649	319	91	394	219	299	195	136	87	218	114	167	134	76	41	236	124	801	446
MEET THE PRESS							18	166	167	A	3.9	11	331	1236	471	177^	495	91v	148^	148^	159^	347^	593	131^	197^	224^	304^	342^	LT	LT	142^	142^
		SUN.	12.30P	30	NBC	CC		94	95	B	3.3	10	280	1281	511	143	534	99	166	163	219	330	571	131	238	252	285	283	25	LT	151	101
MIGHTY ORBOTS							20	200	201	A	5.1	19	433	1647	249^	83^	258^	132^	217^	110^	102^	41v	218^	134^	168^	104^	57v	40v	220^	55v	951	583

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
		SAT.	9.00A	30	ABC	CA		99	99	B	4.9	20	416	1757	205	67	242	98	163	115	95	75	214	114	160	102	63	54	226	57	1075	699
MR. T							20	194	174	A	6.6	21	560	1886	278	27v	303	156^	190^	126^	70^	113^	217^	158^	158^	119^	25v	34v	171^	80^	1195	620
		SAT.	11.30A	30	NBC	CA		98	85	B	6.4	22	543	1701	352	91	376	196	254	179	124	110	280	160	192	145	78	66	210	92	835	433
MUPPET BABIES							20	200	200	A	6.7	25	569	1557	177^	83^	198^	104^	154^	154^	50v	44v	84^	21v	53v	67^	46v	17v	207^	97^	1068	562
		SAT.	9.00A	30	CBS	CA		98	98	B	6.1	24	518	1723	257	100	313	183	222	163	74	79	167	78	124	115	74	31	206	104	1037	585
NBA ALLSTAR PRE-GAME(S)									201	A	6.4	17	543	1459	459	168^	459	157^	297^	314^	195^	145^	872	445^	674	552	354^	198^	83v	LT	45v	45v
	2	SUN.	1.36P	13	CBS	SC			98																							
NBA ALLSTAR GAME(S)									201	A	10.9	26	925	1658	442	145^	451	95^	259^	274	239^	172^	975	435	687	550	399	229^	166^	45v	66v	48v
	2	SUN.	1.49P	161	CBS	SE			98																							
1.30 - 2.00										A	9.0	23	764	1408	398	150^	398	108^	215^	247^	180^	151^	838	397	628	485	350	210^	142^	LT	30v	30v
2.00 - 2.30										A	10.8	27	917	1602	435	96^	435	79^	270^	298	256^	137^	961	428	703	536	426	230^	155^	LT	51v	51v
2.30 - 3.00										A	10.7	26	908	1656	485	114^	485	94^	286	314	265^	171^	976	444	732	555	394	211^	133^	19v	62v	46v
3.00 - 3.30										A	11.0	27	934	1737	442	103^	442	74^	243^	258^	242^	184^	987	421	679	571	425	235^	260^	93^	48v	29v
3.30 - 4.00										A	11.1	26	942	1697	428	175^	443	92^	239^	253^	224^	190^	985	438	678	567	394	233^	190^	60v	79^	54v
4.00 - 4.30										A	11.7	27	993	1652	435	238^	460	122^	257	248^	228^	186^	997	450	650	526	368	247^	105^	67^	90^	62v
NBA ON CBS-SAT(S)								185		A	4.1	10	348	1356	371^	146v	385^	133v	182v	221^	160v	164v	767	328^	517^	437^	264^	210^	115v	14v	89v	81v
	1	SAT.	2.08P	151	CBS	SE		95																								
2.00 - 2.30										A	4.1	11	348	1471	454^	267^	468^	140v	258^	287^	265^	181v	696^	328^	509^	425^	258^	138v	178v	LT	129v	129v
2.30 - 3.00										A	3.8	10	323	1390	377^	161v	377^	102v	170v	203^	199^	174v	764^	356^	573^	421^	269^	164v	131v	LT	118v	118v
3.00 - 3.30										A	3.4	8	289	1270	365^	125v	365^	122v	174v	229^	173v	136v	703^	257^	472^	375^	267^	203v	91v	LT	111v	111v
3.30 - 4.00										A	3.8	9	323	1198	381^	130v	381^	141v	180v	227^	160v	154v	672^	195v	379^	324^	286^	248^	95v	30v	50v	50v
4.00 - 4.30										A	4.8	11	408	1417	332^	106v	371^	171^	171^	214^	73v	157^	897	442^	618	564^	253^	236^	104v	19v	45v	45v
4.30 - 5.00										A	5.9	13	501	1409	326^	92v	358^	89v	117v	154^	131^	204^	868	382^	514	481^	236^	303^	47v	13v	136^	32v
NBC COLLEGE BASKETBALL CONT'D							5	168	184	A	4.9	13	416	1478	313	142^	344	112^	210^	194^	207^	115^	760	291^	458	515	351	195^	252^	125^	122^	101^

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NBC COLLEGE BASKET-CONT'D																										
1 SAT. 2.00P 133 NBC SE		90	95	B	4.4	12	374	1392	354	113	375	105	212	196	192	135	746	284	452	463	349	216	149	71	122	84
2 SAT. 1.00P 135																										
1.00 - 1.30				A	4.6	13	391	1724	281^	108v	281^	52v	118v	118v	178^	163^	850	408^	593^	581^	342^	167^	261^	176^	332^	203^
1.30 - 2.00				A	5.4	15	458	1557	277^	122v	277^	59v	113v	113v	188^	164^	850	408^	489^	570	361^	173^	284^	194^	146^	146^
2.00 - 2.30				A	4.6	12	391	1391	294^	143^	304^	71v	184^	181^	213^	113^	673	279^	393	464	291^	171^	284^	174^	130^	115^
2.30 - 3.00				A	5.1	14	433	1570	344	166^	388	179^	264^	209^	183^	113^	801	298	482	562	371	206^	286^	131^	95^	76^
3.00 - 3.30				A	5.1	13	433	1464	368	171^	407	136^	267^	252^	264^	102^	761	272^	489	519	366	193^	238^	78^	58v	58v
3.30 - 4.00				A	4.3	10	365	1299	283^	138v	332^	107v	224^	228^	203^	55v	712	143v	392^	437^	415^	275^	178^	LT	77v	77v
4.00 - 4.30				A	4.9	11	416	1423	319^	50v	427^	183^	288^	237^	202^	81v	772	148v	374^	495^	457^	277^	114v	LT	110v	79v
NBC COLLEGE BASKETBALL-SU	4	179	187	A	4.0	10	340	1338	437	256^	444	67v	197^	250^	282^	194^	609	294^	344^	294^	189^	224^	191^	109^	94v	88v
1 SUN. 1.00P 121 NBC SE		92	96	B	4.5	11	382	1551	483	213	507	149	248	208	250	215	720	312	416	382	271	225	154	75	170	153
2 SUN. 1.00P 120																										
1.00 - 1.30				A	3.9	11	331	1390	465	167^	469	70v	139^	263^	263^	206^	574	285^	321^	214^	129^	250^	189^	114^	158^	130^
1.30 - 2.00				A	4.1	11	348	1397	495	245^	498	88v	232^	327^	297^	171^	578	277^	320^	225^	152^	255^	194^	109^	127^	127^
2.00 - 2.30				A	3.9	10	331	1281	377^	305^	389	69v	241^	241^	267^	148^	646	323^	378^	354^	218^	205^	194^	112^	52v	52v
2.30 - 3.00				A	4.2	10	357	1317	426	308^	426	42v	179^	179^	311^	247^	644	303^	367	375	251^	185^	199^	101^	48v	48v
NBC COLLEGE BSKBL 2-SUN.(S)		187		A	5.8	13	492	1358	356^	253^	386^	52v	174^	171^	310^	185^	675	194^	402^	469^	375^	205^	143^	LT	154^	129v
1 SUN. 3.01P 121 NBC SE		96																								
3.00 - 3.30				A	5.0	13	425	1296	372^	289^	409^	38v	186^	148v	371^	223^	650	197^	349^	418^	360^	232^	135v	LT	102v	102v
3.30 - 4.00				A	5.6	14	475	1240	355^	253^	390^	35v	177^	160^	328^	195^	626	174^	355^	422^	362^	204^	161^	LT	63v	63v
4.00 - 4.30				A	6.2	14	526	1371	386^	287^	412^	65v	209^	218^	319^	167^	625	185^	373^	438^	335^	187^	160^	LT	174^	115v
4.30 - 5.00				A	6.5	14	552	1451	300^	195^	323^	60v	125^	139^	228^	160^	755	201^	492	560	433^	195^	124^	LT	249^	210^
NBC COLLEGE BSKBL 2-SAT.(S)			159	A	3.3	9	280	1521	389^	157v	389^	53v	96v	128v	300^	250^	818^	293^	468^	500^	364^	207v	275^	189v	39v	28v
2 SAT. 3.15P 113 NBC SE			90																							
3.00 - 3.30				A	3.3	9	280	1457	382^	204v	382^	188v	224v	153v	194v	158v	743^	325^	404^	525^	308^	161v	332^	254^	LT	LT
3.30 - 4.00				A	2.7	7	229	1437	349^	236v	349^	92v	135v	126v	257v	214v	738^	253v	371^	446^	314^	196v	350^	275v	LT	LT
4.00 - 4.30				A	2.9	8	246	1561	405^	179v	405^	45v	121v	121v	332^	284^	785^	248v	483^	509^	367^	170v	314^	232v	57v	57v
4.30 - 5.00				A	3.9	10	331	1619	414^	118v	414^	LT	34v	139v	363^	275^	918	380^	558^	509^	371^	220^	236^	135v	51v	51v
5.00 - 5.30				A	5.1	12	433	1365	381^	LT	381^	LT	LT	99v	261^	282^	799	168^	418^	499^	490^	300^	90v	LT	95v	LT
NEW SCOOBY DOO MYSTERIES	18	201	202	A	5.7	17	484	1477	220^	74^	305	220^	238^	110^	52v	67^	207^	114^	114^	86^	25v	68^	137^	82^	828	434
SAT. 10.30A 30 ABC CA		98	98	B	5.4	18	458	1714	280	81	334	199	250	168	89	75	266	146	207	153	85	45	234	105	880	473
ONE TO GROW ON-8:28AM	20	197	195	A	4.6	25	391	1596	238^	39v	238^	51v	51v	102^	123^	120^	59v	59v	59v	59v	LT	LT	230^	74v	1069	762
SAT. 8.28A 2 NBC CN		97	97	B	4.0	24	340	1577	232	85	268	118	156	120	114	87	180	117	128	101	43	47	191	97	938	637
ONE TO GROW ON-8:58AM	20	198	198	A	5.0	21	425	1711	268^	73v	313	149^	192^	191^	118^	53v	137^	94^	119^	100^	25v	18v	261^	79^	1000	631
SAT. 8.58A 2 NBC CN		97	96	B	5.0	23	425	1663	282	120	326	165	241	189	133	65	222	118	143	125	67	65	203	100	912	578
ONE TO GROW ON-10:28AM	20	201	201	A	8.4	26	713	2020	320	61^	331	175^	270	228	132^	61^	260	192	230	198	38v	30v	215	114^	1214	767
SAT. 10.28A 2 NBC CN		99	99	B	9.1	31	773	1727	330	127	366	199	289	212	145	64	225	135	178	141	66	42	223	142	913	537
ONE TO GROW ON-10:58AM	20	203	203	A	7.8	23	662	2015	303	84^	318	211	268	210	97^	40v	214	139^	181^	179^	50^	25v	289	162^	1194	719
SAT. 10.58A 2 NBC CN		98	97	B	8.3	28	705	1723	319	106	356	194	275	188	135	72	202	114	150	120	62	42	251	161	914	537
ONE TO GROW ON-12:28PM	19	161	136	A	5.0	14	425	1913	293^	120^	333	138^	180^	191^	149^	99^	188^	119^	144^	83^	40v	44v	201^	67v	1191	558
SAT. 12.28P 2 NBC CN		83	69	B	5.0	16	425	1560	321	111	360	179	243	190	134	108	287	151	211	162	99	61	199	85	714	361
PINK PANTHER AND SONS	17	193	199	A	4.9	22	416	1627	251^	58v	277^	96^	137^	166^	121^	70v	100^	64v	88^	75v	24v	12v	265^	62v	985	662
SAT. 8.30A 30 NBC CA		97	97	B	4.5	22	382	1672	266	109	309	161	221	178	120	66	218	119	147	133	70	56	223	94	922	618

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
POLE POSITION	3		144	A	4.2	12	357	1787	662^	87v	726	407^	545^	395^	224^	181^	529^	280^	336^	345^	165v	140v	111v	38v	421^	266^
2 SAT. 1.00P 30 CBS CA			70	B	4.3	12	365	1578	442	119	486	262	330	253	152	127	363	153	180	170	113	152	146	90	583	337
PRO BOWLERS TOUR	6	166	167	A	6.0	15	509	1363	490	137^	530	154^	221^	223^	228^	285	617	210^	360	329	256	230^	65^	25v	151^	118^
1 SAT. 2.30P 91 ABC SE		85	88	B	6.6	16	560	1379	544	139	571	171	267	252	235	284	637	201	335	317	284	268	75	40	96	70
2 SAT. 3.00P 91																										
2.30 - 3.00				A	4.9	12	416	1589	562^	149v	622	167^	329^	300^	336^	269^	636	177^	318^	362^	273^	256^	79v	LT	252^	195^
3.00 - 3.30				A	5.7	14	484	1411	498	115^	546	155^	234^	224^	238^	304	585	184^	327	294	247^	228^	87^	39v	193^	124^
3.30 - 4.00				A	6.4	16	543	1247	479	150^	521	166^	205^	221^	207^	279	598	211^	373	321	248	215^	29v	14v	99^	87^
4.00 - 4.30				A	7.0	18	594	1303	425	111^	443	112^	145^	179^	171^	264^	684	270^	415^	371^	276^	241^	68v	33v	108^	108^
PRYOR'S PLACE	20	182	192	A	5.0	15	425	1849	449	225^	493	208^	306	228^	174^	153^	383	224^	272^	209^	129^	95^	140^	62v	833	427
SAT. 11.30A 30 CBS CL		93	96	B	4.5	15	382	1739	405	160	475	221	334	233	162	122	322	181	249	195	113	64	200	82	742	439
SCARY SCOOBY DOO FUNNIES	17	196	196	A	5.7	17	484	1744	430	72^	445	262^	302	195^	129^	93^	258^	101^	141^	105^	86^	92^	199^	98^	842	413
SAT. 11.00A 30 ABC CA		95	95	B	5.6	18	475	1631	304	84	377	230	290	181	111	74	230	120	177	134	79	44	193	95	831	443
SATURDAY SUPERCADE	4		159	A	3.4	10	289	1426	197v	18v	218v	135v	184v	100v	49v	34v	434^	254^	332^	319^	180v	66v	96v	79v	678^	412^
2 SAT. 12.00N 60 CBS CA			74	B	4.0	12	340	1560	439	142	516	262	335	242	144	129	315	170	242	217	106	66	154	77	575	308
12.00 - 12.30				A	2.9	9	246	1305	29v	LT	29v	29v	29v	29v	LT	LT	521^	361^	451^	451^	160v	70v	89v	68v	666^	403^
12.30 - 1.00				A	3.9	11	331	1498	318^	28v	357^	215^	297^	151v	82v	60v	359^	169v	238^	214^	190v	64v	93v	84v	689^	420^
SCHOOLHOUSE ROCK-8:25AM	20	190	191	A	3.7	20	314	2290	384^	58v	403^	117^	259^	142^	167^	144^	181^	96v	133^	99v	69v	34v	399^	218^	1307	867
SAT. 8.25A 4 ABC CN		96	96	B	3.1	19	263	1866	233	55	285	108	184	145	110	99	207	116	149	112	58	52	236	109	1138	725
SCHOOLHOUSE ROCK-9:55AM	20	202	203	A	5.7	19	484	1628	270	85^	293	156^	233^	122^	124^	60v	355	248^	280	115^	78^	62v	155^	56v	825	511
SAT. 9.55A 4 ABC CN		99	99	B	5.0	18	425	1786	248	80	297	109	206	153	129	88	257	114	205	147	115	48	209	61	1023	623
SCHOOLHOUSE ROCK-10:25AM	20	201	202	A	5.1	16	433	1630	212^	49v	253^	170^	196^	93^	52v	57v	337	249^	249^	62v	31v	72v	162^	51v	878	456
SAT. 10.25A 4 ABC CN		98	98	B	4.8	16	408	1671	260	70	299	155	215	159	97	77	258	142	206	142	89	44	231	96	883	489
SCHOOLHOUSE ROCK-11:25AM	17	196	196	A	5.7	17	484	1764	432	55v	448	236^	282	190^	147^	110^	270	105^	149^	103^	91^	98^	210^	103^	836	418
SAT. 11.25A 4 ABC CN		95	95	B	5.4	18	458	1621	298	79	368	215	278	175	115	77	238	125	183	134	81	47	203	103	812	431
SHIRT TALES	20	187	188	A	2.8	16	238	1214	227^	131v	227^	79v	164^	164^	85v	63v	130v	LT	96v	96v	96v	34v	30v	30v	827	546
SAT. 8.00A 30 CBS CA		94	95	B	2.7	17	229	1472	248	80	272	131	171	125	78	91	231	94	141	132	87	88	85	55	884	528
SMURFS I	20	202	202	A	6.2	23	526	1804	369	109^	401	190^	330	255	180^	54v	223^	153^	193^	187^	45v	25v	177^	67^	1003	609
SAT. 9.00A 30 NBC CA		99	99	B	6.1	24	518	1701	324	124	361	191	278	201	146	61	233	145	172	141	61	46	192	109	915	561
SMURFS II	20	202	202	A	8.1	27	688	1929	370	109^	389	196	328	266	164^	50^	253	179^	210	206	37v	37v	196	103^	1091	673
SAT. 9.30A 30 NBC CA		99	99	B	8.4	31	713	1742	326	131	359	200	287	213	136	52	237	144	181	152	68	42	201	126	945	562
SMURFS III	20	202	202	A	8.9	28	756	1978	305	53^	315	164^	261	215	129^	46^	255	190	225	196	35v	30v	214	121^	1194	745
SAT. 10.00A 30 NBC CA		99	99	B	9.5	33	807	1753	334	128	368	205	295	223	142	56	224	136	177	140	65	42	222	146	939	553
SNORKS	17	189	196	A	3.7	22	314	1327	274^	54v	274^	64v	64v	119^	143^	134^	60v	44v	44v	44v	LT	16v	213^	67v	1080	777
SAT. 8.00A 30 NBC CA		96	98	B	3.5	23	297	1666	233	81	266	106	141	123	120	90	184	114	125	110	50	44	209	104	1007	713
SPIDERMAN AND FRIENDS	14	161	136	A	5.4	15	458	1915	290	122^	328	148^	192^	183^	140^	83^	229^	124^	151^	123^	84^	36v	213^	71^	1145	536
SAT. 12.00N 30 NBC CA		83	69	B	5.6	17	475	1611	317	103	354	185	250	209	132	92	302	162	228	180	103	55	197	86	758	388
SPORTSBEAT	6	85	85	A	1.1	3	93	538^	195v	LT	216v	LT	54v	LT	65v	162v	279v	LT	140v	140v	183v	139v	LT	LT	LT	LT
SUN. 12.30P 30 ABC SC		59	60	B	1.3	3	110	778	282	81	389	156	198	192	115	191	286	93	165	176	107	110	60	LT	43	LT
SPORTSWORLD-SAT.	10	136		A	5.0	11	425	1188	297^	115v	297^	88v	163^	196^	125v	101v	787	209^	346^	451^	432^	271^	88v	LT	16v	LT
1 SAT. 4.13P 77 NBC SA		84		B	5.2	13	441	1434	472	142	499	138	244	259	232	201	714	189	383	414	360	257	101	32	120	101
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SPORTSWORLD-SAT.-CONT'D																										
4.00 - 4.30				A	3.5	8	297	946	222^	27v	222^	40v	105v	135v	95v	87v	724^	145v	334^	485^	451^	239^	LT	LT	LT	LT
4.30 - 5.00				A	5.3	12	450	1173	271^	149^	271^	94v	156^	189^	111v	82v	751	163^	295^	473^	421^	278^	151^	LT	LT	LT
5.00 - 5.30				A	5.8	12	492	1244	335^	112v	335^	94v	183^	218^	145^	117v	807	266^	383^	398^	412^	266^	65v	10v	37v	22v
SUNDAY MORNING	19	176	176	A	5.2	19	441	1211	600	213^	616	159^	235^	257^	252^	312	437	68v	177^	203^	229^	234^	76^	32v	82^	41v
SUN. 9.00A 90 CBS N		96	96	B	4.8	20	408	1279	579	213	602	111	235	251	305	314	559	154	307	319	296	208	43	LT	75	38
9.00 - 9.30				A	4.8	20	408	1164	592	179^	605	151^	228^	191^	239^	323	434	62v	138^	167^	213^	267^	32v	32v	93^	54v
9.30 - 10.00				A	5.4	20	458	1205	580	229^	594	158^	230^	242^	244^	297	438	52v	173^	202^	242^	236^	90^	37v	83^	44v
10.00 - 10.30				A	5.6	18	475	1206	593	214^	621	160^	242^	316	257^	305	436	87^	213^	239^	231^	197^	90^	21v	59v	19v
SUPERFRIENDS: SUPERPOWERS	20	196	197	A	4.5	20	382	2267	327^	79v	340	81v	213^	132^	150^	127^	224^	115^	185^	146^	109^	29v	341	146^	1362	963
SAT. 8.30A 30 ABC CA		97	97	B	4.1	20	348	1819	202	60	249	94	167	126	104	78	211	105	158	126	77	51	263	110	1096	713
SUPERFRIENDS:SUPERPOWERS2	14	190	191	A	3.2	19	272	2283	377^	40v	395^	121^	238^	117v	151^	157^	173^	77v	119v	91v	74v	48v	391^	217^	1324	890
SAT. 8.00A 30 ABC CA		96	96	B	2.8	18	238	1982	248	68	313	130	200	165	107	109	228	126	152	119	58	68	227	100	1214	796
THIS WEEK-DAVID BRINKLEY	16	181	181	A	4.9	13	416	1298	642	175^	659	46v	132^	172^	314	483	602	158^	254^	238^	282^	314	LT	LT	32v	LT
SUN. 11.30A 60 ABC N		95	95	B	4.2	12	357	1285	632	191	642	84	209	215	275	394	574	167	253	228	228	274	31	LT	38	20
11.30 - 12.00				A	4.6	13	391	1361	745	235^	763	86^	217^	278^	372	485	535	104^	198^	230^	286^	305^	LT	LT	63v	LT
12.00 - 12.30				A	5.1	14	433	1245	557	120^	573	LT	58v	74v	268^	490	666	206^	308	242^	280^	326	LT	LT	LT	LT
TURBO TEEN	20	202	203	A	5.6	19	475	1632	295	94^	318	173^	256^	144^	127^	62v	284	184^	212^	98^	72^	59v	133^	53v	897	553
SAT. 9.30A 30 ABC CA		99	99	B	5.2	19	441	1800	251	85	295	110	205	157	129	84	241	114	195	133	100	45	202	67	1062	662
USA VS WRLD-AMATEUR BOXNG	4	164	162	A	3.4	8	289	1522	369^	155^	503	248^	248^	156^	127^	210^	828	285^	505	478	348^	266^	53v	39v	138^	111v
SUN. 2.30P 90 ABC SE		83	81	B	4.0	9	340	1537	402	148	475	195	238	151	155	204	859	315	538	497	343	284	48	22	155	78
2.30 - 3.00				A	2.9	7	246	1846	423^	195^	521	244^	244^	158^	118v	248^	877	329^	569	541	337^	264^	85v	52v	363^	289^
3.00 - 3.30				A	3.5	8	297	1337	330^	151^	471	229^	229^	141^	121^	192^	832	290^	505	479	346^	276^	34v	34v	LT	LT
3.30 - 4.00				A	3.9	9	331	1423	357^	133^	511	266^	266^	161^	136^	196^	774	239^	454	425	355^	258^	42v	30v	96v	76v

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					33,710 39.7											
Program					AMERICAN MUSIC AWARDS (SD) (8:00–10:45)											
AVERAGE AUDIENCE (Households (000))					21,900											
AVERAGE AUDIENCE (%)					25.8	24.7*		26.3*		26.4*		26.6*		26.0*		24.8*
SHARE OF AUDIENCE %					37	35 *		36 *		36 *		37 *		38 *		39 *
AVG. AUD. BY ¼ HR. %					23.7	25.7	26.3	26.3	26.6	26.3	26.5	26.8	26.5	25.5	25.3	24.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					18,250 21.5								13,410 15.8			
Program					R.KENNEDY & HIS TIMES,PT2 (8:00-9:56PM)(SD)								CAGNEY & LACEY			
AVERAGE AUDIENCE (Households (000))					12,650								10,700			
AVERAGE AUDIENCE (%)					14.9	14.6*		14.6*		15.3*		15.2*	12.6	12.7*		12.5*
SHARE OF AUDIENCE %					21	20 *		20 *		21 *		21 *	19	19 *		20 *
AVG. AUD. BY ¼ HR. %					14.8	14.4	14.5	14.8	15.1	15.5	15.3	15.0	12.6	12.7	12.5	12.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					26,910 31.7											
Program					NBC MONDAY NIGHT MOVIES EARTH'S FINAL FURY (SD) (8:00–10:45)											
AVERAGE AUDIENCE (Households (000))					17,490											
AVERAGE AUDIENCE (%)					20.6	19.6*		20.4*		20.7*		20.4*		21.3*		21.0*
SHARE OF AUDIENCE %					29	27 *		28 *		28 *		28 *		31 *		33 *
AVG. AUD. BY ¼ HR. %					19.4	19.8	20.2	20.6	20.8	20.6	20.4	20.3	21.2	21.4	21.7	20.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,740 20.9				25,300 29.8							
Program					HARDCASTLE & MCCORMICK (SD)				ABC MONDAY NIGHT MOVIE CONSENTING ADULT (SD)							
AVERAGE AUDIENCE (Households (000))					14,090				19,610							
AVERAGE AUDIENCE (%)					16.6	15.9*		17.2*	23.1	21.8*		23.4*		23.5*		23.5*
SHARE OF AUDIENCE %					23	22 *		23 *	33	30 *		32 *		33 *		35 *
AVG. AUD. BY ¼ HR. %					15.6	16.2	17.1	17.3	21.3	22.4	23.0	23.7	23.3	23.7	23.9	23.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					18,590 21.9				15,370 18.1		13,920 16.4		14,940 17.6			
Program					SCARECROW & MRS. KING (SUS-SD)				KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY			
AVERAGE AUDIENCE (Households (000))					15,200				13,330		12,820		12,740			
AVERAGE AUDIENCE (%)					17.9	17.7*		18.1*	15.7		15.1		15.0	14.8*		15.1*
SHARE OF AUDIENCE %					25	25 *		25 *	21		21		22	21 *		23 *
AVG. AUD. BY ¼ HR. %					17.3	18.2	18.3	18.0	15.7	15.8	14.9	15.2	14.6	15.0	15.3	15.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,560 25.4				27,420 32.3							
Program					TV BLOOPERS & PRAC. JOKES (SD)				NBC MONDAY NIGHT MOVIES THE DIRTY DOZEN: NEXT MISSION (SD)							
AVERAGE AUDIENCE (Households (000))					16,390				20,120							
AVERAGE AUDIENCE (%)					19.3	18.3*		20.2*	23.7	22.9*		23.3*		25.1*		23.7*
SHARE OF AUDIENCE %					27	26 *		28 *	34	31 *		32 *		36 *		35 *
AVG. AUD. BY ¼ HR. %					17.9	18.7	19.5	21.0	22.9	22.8	22.9	23.7	25.0	25.2	24.8	22.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	66.0	67.5	68.6	69.6	70.8	72.0	72.6	73.3	73.1	72.9	72.5	71.1	68.9	67.0	65.3	62.3
WK. 2	66.7	68.2	69.0	70.4	69.9	71.8	73.0	73.8	73.5	73.3	72.1	72.6	70.6	69.7	68.6	65.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 29, 1985

WEEK 1	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					14,350		15,280		17,400				10,700			
TOTAL AUDIENCE (%)					16.9		18.0		20.5				12.6			
Program					THREE'S A CROWD		WHO'S THE BOSS?		MACGRUDER AND LOUD (SD)				CALL TO GLORY			
AVERAGE AUDIENCE (Households (000))					12,650		13,840		14,260				8,150			
AVERAGE AUDIENCE (%)					14.9		16.3		16.8	16.9*		16.6*	9.6	9.8*		9.3*
SHARE OF AUDIENCE %					22		24		24	24 *		24 *	16	16 *		16 *
AVG. AUD. BY ¼ HR. %					14.2	15.6	16.3	16.3	16.8	17.0	16.8	16.5	10.4	9.2	9.3	9.3
CBS TV TOTAL AUDIENCE (Households (000))					12,740		12,230		19,950							
TOTAL AUDIENCE (%)					15.0		14.4		23.5							
Program					JEFFERSONS		ALICE (SD)		R.KENNEDY & HIS TIMES,PT3 (SD)							
AVERAGE AUDIENCE (Households (000))					11,120		10,950		14,350							
AVERAGE AUDIENCE (%)					13.1		12.9		16.9	16.6*		16.9*		17.1*		17.0*
SHARE OF AUDIENCE %					19		19		26	24 *		25 *		27 *		29 *
AVG. AUD. BY ¼ HR. %					12.9	13.2	12.5	13.3	16.6	16.7	16.7	17.0	17.4	16.9	17.0	17.0
NBC TV TOTAL AUDIENCE (Households (000))					25,050				20,040				19,530			
TOTAL AUDIENCE (%)					29.5				23.6				23.0			
Program					A TEAM (SD)				RIPTIDE				REMINGTON STEELE			
AVERAGE AUDIENCE (Households (000))					20,380				17,060				16,050			
AVERAGE AUDIENCE (%)					24.0	23.3*		24.8*	20.1	19.7*		20.5*	18.9	19.5*		18.3*
SHARE OF AUDIENCE %					35	34 *		36 *	29	29 *		30 *	31	31 *		32 *
AVG. AUD. BY ¼ HR. %					22.7	23.8	24.8	24.9	19.6	19.8	20.5	20.5	19.8	19.3	18.7	18.0

WEEK 2	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					15,790		15,790		16,300				18,000			
TOTAL AUDIENCE (%)					18.6		18.6		19.2				21.2			
Program					THREE'S A CROWD		WHO'S THE BOSS?		MACGRUDER AND LOUD (SD)				20/20 SPECIAL			
AVERAGE AUDIENCE (Households (000))					13,920		14,690		12,820				13,500			
AVERAGE AUDIENCE (%)					16.4		17.3		15.1	14.9*		15.2*	15.9	16.1*		15.7*
SHARE OF AUDIENCE %					23		24		22	21 *		22 *	26	26 *		27 *
AVG. AUD. BY ¼ HR. %					16.0	16.9	17.1	17.4	14.9	14.9	15.0	15.4	16.6	15.6	15.9	15.5
CBS TV TOTAL AUDIENCE (Households (000))					11,380		9,170		16,900							
TOTAL AUDIENCE (%)					13.4		10.8		19.9							
Program					JEFFERSONS		ALICE (SD)		HALLMARK HALL OF FAME CORSICAN BROTHERS (SD)							
AVERAGE AUDIENCE (Households (000))					9,590		8,490		10,100							
AVERAGE AUDIENCE (%)					11.3		10.0		11.9	12.7*		12.0*		11.7*		11.1*
SHARE OF AUDIENCE %					16		14		18	18 *		18 *		19 *		19 *
AVG. AUD. BY ¼ HR. %					11.0	11.6	9.6	10.5	13.2	12.3	12.1	11.8	11.8	11.6	11.2	11.0
NBC TV TOTAL AUDIENCE (Households (000))					24,960				22,160				20,290			
TOTAL AUDIENCE (%)					29.4				26.1				23.9			
Program					A TEAM (SD)				RIPTIDE				REMINGTON STEELE			
AVERAGE AUDIENCE (Households (000))					20,380				18,590				16,900			
AVERAGE AUDIENCE (%)					24.0	23.1*		24.9*	21.9	22.1*		21.7*	19.9	20.4*		19.4*
SHARE OF AUDIENCE %					34	33 *		35 *	32	32 *		32 *	33	32 *		33 *
AVG. AUD. BY ¼ HR. %					22.7	23.6	25.0	24.8	22.1	22.1	22.0	21.5	20.4	20.4	19.7	19.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	64.0	65.6	66.0	66.7	67.7	69.2	69.0	69.1	68.9	69.2	68.9	68.4	64.3	61.7	59.1	56.4
WK. 2	65.4	66.9	68.4	69.4	69.6	71.0	71.2	71.8	69.8	69.1	68.2	66.9	64.2	62.1	60.3	57.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. TUE. FEB. 5, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.30, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					20,120 23.7				26,830 31.6				21,990 25.9			
ABC TV program					← FALL GUY (SD) →				← DYNASTY (SD) →				← HOTEL →			
ABC TV AVERAGE AUDIENCE (Households (000) & %)					15,540 18.3	17.1*		19.4*	22,920 27.0	26.4*		27.6*	19,020 22.4	22.6*		22.2*
ABC TV SHARE OF AUDIENCE %					26	25 *		28 *	39	38 *		40 *	36	36 *		37 *
ABC TV AVG. AUD. BY ¼ HR. %					16.9	17.3	18.5	20.3	26.1	26.8	27.8	27.5	22.7	22.4	22.3	22.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,860 17.5		13,410 15.8		16,130 19.0							
CBS TV program					CHARLES IN CHARGE		E/R (SUS-SD)		← CBS WEDNESDAY NIGHT MOVIE THE FOUR SEASONS (R)(SD) →							
CBS TV AVERAGE AUDIENCE (Households (000) & %)					12,400 14.6		11,720 13.8		8,490 10.0	9.3*		10.1*		10.3*		10.2*
CBS TV SHARE OF AUDIENCE %					21		20		15	13 *		15 *		16 *		17 *
CBS TV AVG. AUD. BY ¼ HR. %					13.9	15.3	14.2	13.5	9.8	8.8	10.0	10.2	10.7	10.0	10.0	10.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,140 24.9				18,420 21.7		15,790 18.6		17,320 20.4			
NBC TV program					← HIGHWAY TO HEAVEN (SD) →				FACTS OF LIFE		SARA (SD)		← ST. ELSEWHERE →			
NBC TV AVERAGE AUDIENCE (Households (000) & %)					17,400 20.5	20.1*		20.9*	16,050 18.9		14,090 16.6		14,430 17.0	17.4*		16.7*
NBC TV SHARE OF AUDIENCE %					29	29 *		30 *	27		24		28	27 *		28 *
NBC TV AVG. AUD. BY ¼ HR. %					19.5	20.7	20.7	21.0	18.3	19.5	16.5	16.7	17.3	17.4	17.0	16.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,680 22.0								26,150 30.8			
ABC TV program					← FALL GUY (SD) →				STATE OF THE UNION-ABC (9:00-9:48PM) (SUS)(-OP)			(1) (SUS) (OP)	← DYNASTY →			
ABC TV AVERAGE AUDIENCE (Households (000) & %)					14,600 17.2	16.4*		17.9*					21,990 25.9	24.8*		26.9*
ABC TV SHARE OF AUDIENCE %					25	24 *		25 *					41	38 *		44 *
ABC TV AVG. AUD. BY ¼ HR. %					16.2	16.7	17.5	18.3					23.6	26.0	26.8	27.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,030 17.7		13,920 16.4							5,940 7.0	6,110 7.2	
CBS TV program					CHARLES IN CHARGE		E/R (SUS-SD)		STATE OF THE UNION-CBS (9:00-9:47PM) (SUS)(S)(SD) (-OP)				(2) (SUS)(OP) (-OP)	(3) (-OP)	ALICE(R) (OP)(10:37-11:00PM) (OP)	
CBS TV AVERAGE AUDIENCE (Households (000) & %)					12,570 14.8		12,230 14.4							5,690 6.7	5,600 6.6	
CBS TV SHARE OF AUDIENCE %					22		20							10	11	
CBS TV AVG. AUD. BY ¼ HR. %					14.3	15.4	14.5	14.3						6.7	6.3	7.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					20,210 23.8											
NBC TV program					← HIGHWAY TO HEAVEN (SD) →					STATE OF THE UNION-NBC (9:00-9:44PM) (SUS)(-OP)		STATE-UNION ANALYSIS I (9:44-10:20PM) (SUS)(OP)(-OP)		DEM.RESPONSE-ST.UNION-NBC (10:20-10:52PM) (SUS)(SUS-SD)(OP)		
NBC TV AVERAGE AUDIENCE (Households (000) & %)					16,810 19.8	19.2*		20.4*								
NBC TV SHARE OF AUDIENCE %					28	28 *		29 *								
NBC TV AVG. AUD. BY ¼ HR. %					18.5	19.8	20.6	20.2								

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	65.5	67.6	68.1	68.6	68.4	69.2	69.8	70.6	70.7	70.0	69.2	68.3	63.9	62.6	61.2	59.3
WK. 2	63.8	64.6	66.0	66.7	67.9	69.8	70.8	71.4	69.7	69.4	68.5	67.8	63.5	61.6	58.9	56.3

U.S. TV Households: 84,900,000

(1)STATE-UNION ANALYSIS-ABC,ABC,(9:48-10:00PM) (2)DEMOCRATIC RESPONSE-CBS,CBS,(9:51-10:20PM)
(3)STATE-UNION ANALYSIS-2,CBS,(10:20-10:37PM)(S)

For explanation of symbols, See page A.

EVE.WED. FEB.6, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.31, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,060 20.1 ABC THURSDAY NIGHT MOVIE STARCROSSED(R) (SD)								15,540 18.3 20/20			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9,680 11.4 16 10.7	10.6* 15 * 10.5	11.0	10.9* 15 * 10.7	11.7	11.6* 16 * 11.5	12.3	12.5* 18 * 12.7	11,890 14.0 22 14.2	14.5* 22 * 14.8	14.0	13.5* 22 * 13.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,550 24.2 MAGNUM, P.I. (SD)				22,840 26.9 SIMON & SIMON (SD)				22,500 26.5 KNOTS LANDING			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16,050 18.9 27 17.6	17.8* 25 * 18.0	20.0	20.1* 28 * 20.3	19,100 22.5 32 21.5	21.7* 31 * 22.0	22.8	23.2* 33 * 23.7	19,440 22.9 36 23.4	23.3* 36 * 23.2	22.7	22.4* 36 * 22.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					26,570 31.3 BILL COSBY SHOW		24,540 28.9 FAMILY TIES (SD)		19,780 23.3 CHEERS		18,340 21.6 NIGHT COURT		17,150 20.2 HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24,030 28.3 40 27.3	29.3	22,580 26.6 37 26.3	26.8	17,740 20.9 29 21.2	20.7	16,730 19.7 28 20.0	19.5	14,430 17.0 27 17.5	17.2* 26 * 16.8	17.0	16.8* 27 * 16.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,220 19.1 ABC THURSDAY NIGHT MOVIE THE BAD SEED (SD)								14,860 17.5 20/20		DEMOCRATIC RESPONSE-ABC (SUS)	
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10,950 12.9 19 10.5	10.7* 15 * 10.9	12.3	12.8* 18 * 13.2	14.0	14.0* 20 * 14.0	14.6	14.4* 21 * 14.2	12,310 14.5 22 14.8	14.2		
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,380 24.0 MAGNUM, P.I. (SD)				22,330 26.3 SIMON & SIMON (SD)				21,900 25.8 KNOTS LANDING			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15,880 18.7 27 17.5	17.8* 25 * 18.0	19.6	19.7* 28 * 19.8	19,020 22.4 32 20.9	21.4* 31 * 21.9	23.0	23.4* 34 * 23.8	18,590 21.9 35 21.9	21.6* 33 * 21.3	22.2	22.2* 37 * 22.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					24,960 29.4 BILL COSBY SHOW		20,890 24.6 FAMILY TIES (SD)		16,900 19.9 CHEERS		15,280 18.0 NIGHT COURT		19,270 22.7 HILL STREET BLUES			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22,330 26.3 37 25.1	27.5	19,440 22.9 33 23.4	22.5	15,540 18.3 26 18.6	18.1	14,010 16.5 24 16.6	16.4	15,790 18.6 30 17.6	17.9* 28 * 18.1	19.6	19.4* 32 * 19.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	64.6	66.7	67.3	69.5	70.4	70.6	70.8	71.4	70.9	71.2	71.2	70.0	65.9	64.7	62.9	60.5
WK. 2	63.2	65.2	66.6	67.6	69.6	71.1	70.1	70.3	69.2	69.6	69.1	68.2	65.2	64.1	61.3	58.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. FEB.7, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 1, 1985

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,640 19.6		16,640 19.6		13,410 15.8				14,180 16.7			
						BENSON		WEBSTER (SD)		← STREET HAWK (SD) →				← MATT HOUSTON →			
	AVERAGE AUDIENCE (Households (000) & %)					14,770 17.4		15,370 18.1		10,530 12.4	12.4*		12.3*	11,970 14.1	13.9*		14.3*
	SHARE OF AUDIENCE %					26		27		18	18 *		18 *	22	21 *		23 *
	AVG. AUD. BY ¼ HR. %					16.8	17.9	18.0	18.2	12.4	12.4	12.3	12.4	13.5	14.3	14.3	14.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,690 17.3				25,640 30.2				19,360 22.8			
						← DUKES OF HAZZARD (SUS-SD) →				← DALLAS (SD) →				← FALCON CREST →			
	AVERAGE AUDIENCE (Households (000) & %)					11,380 13.4	12.6*		14.3*	22,240 26.2	25.4*		27.0*	17,060 20.1	20.5*		19.7*
	SHARE OF AUDIENCE %					20	19 *		21 *	39	37 *		40 *	32	32 *		32 *
	AVG. AUD. BY ¼ HR. %					12.4	12.9	13.6	14.9	24.7	26.1	27.1	26.9	20.7	20.3	20.1	19.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,680 22.0				13,500 15.9				15,540 18.3			
						← ALL-TIME GRTST TV BLOOPS (SD) →				← V →				← MIAMI VICE →			
	AVERAGE AUDIENCE (Households (000) & %)					14,180 16.7	16.6*		16.8*	10,440 12.3	12.3*		12.4*	12,140 14.3	14.0*		14.5*
	SHARE OF AUDIENCE %					25	25 *		25 *	18	18 *		18 *	22	22 *		23 *
	AVG. AUD. BY ¼ HR. %					16.5	16.7	17.2	16.4	12.6	11.9	12.0	12.7	14.1	14.0	14.4	14.6

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,880 18.7		15,960 18.8		13,750 16.2				12,140 14.3			
						BENSON		WEBSTER (SD)		← STREET HAWK (SD) →				← MATT HOUSTON →			
	AVERAGE AUDIENCE (Households (000) & %)					13,750 16.2		14,350 16.9		11,290 13.3	13.3*		13.3*	10,190 12.0	12.0*		12.0*
	SHARE OF AUDIENCE %					25		26		20	20 *		20 *	20	19 *		20 *
	AVG. AUD. BY ¼ HR. %					15.5	16.8	16.6	17.1	13.1	13.4	13.5	13.1	12.0	12.1	12.0	12.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,050 18.9				23,940 28.2				19,870 23.4			
						← DUKES OF HAZZARD (SUS-SD) →				← DALLAS (SD) →				← FALCON CREST →			
	AVERAGE AUDIENCE (Households (000) & %)					12,480 14.7	13.8*		15.6*	21,230 25.0	24.6*		25.5*	17,230 20.3	20.4*		20.2*
	SHARE OF AUDIENCE %					23	22 *		24 *	38	37 *		39 *	33	33 *		33 *
	AVG. AUD. BY ¼ HR. %					13.4	14.2	14.9	16.3	24.1	25.1	25.6	25.3	20.5	20.2	20.3	20.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,130 19.0				13,410 15.8				16,730 19.7			
						← CODE NAME: FOXFIRE (SD) →				← V (SD) →				← MIAMI VICE →			
	AVERAGE AUDIENCE (Households (000) & %)					12,650 14.9	14.9*		14.9*	10,780 12.7	12.6*		12.8*	13,920 16.4	16.4*		16.4*
	SHARE OF AUDIENCE %					23	23 *		23 *	19	19 *		19 *	27	26 *		27 *
	AVG. AUD. BY ¼ HR. %					15.0	14.7	15.1	14.7	12.8	12.4	12.4	13.1	16.5	16.2	16.4	16.3
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	62.3	64.3	64.0	64.9	65.8	66.9	67.6	68.4	68.3	68.4	68.0	67.2	65.1	64.7	63.4	61.4
	WK. 2	56.8	58.9	60.8	62.5	63.7	64.6	66.0	66.4	65.8	65.8	66.2	65.9	62.5	61.4	61.2	60.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. FRI. FEB. 8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.2, 1985

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						16,810 19.8				24,110 28.4							
Program						T.J. HOOKER (SD)				LOVE BOAT (SD)							
AVERAGE AUDIENCE (Households (000) & %)						13,840 16.3	15.7*		16.9*	16,220 19.1	16.1*		17.8*		21.0*		21.3*
SHARE OF AUDIENCE	%					25	25 *		26 *	30	24 *		27 *		34 *		36 *
AVG. AUD. BY ¼ HR.	%					15.0	16.4	16.9	16.8	15.8	16.5	17.4	18.2	20.7	21.2	21.7	20.8
CBS TV TOTAL AUDIENCE (Households (000) & %)						13,920 16.4				17,910 21.1				16,640 19.6			
Program						OTHERWORLD (SD)				AIRWOLF (SD)				COVER-UP			
AVERAGE AUDIENCE (Households (000) & %)						10,100 11.9	11.1*		12.6*	14,690 17.3	16.6*		18.0*	12,740 15.0	15.1*		14.9*
SHARE OF AUDIENCE	%					18	17 *		19 *	26	25 *		27 *	25	24 *		25 *
AVG. AUD. BY ¼ HR.	%					11.1	11.2	12.4	12.9	16.4	16.8	17.9	18.1	15.4	14.7	14.8	15.0
NBC TV TOTAL AUDIENCE (Households (000) & %)						16,810 19.8		14,940 17.6		15,450 18.2		11,800 13.9		10,440 12.3			
Program						DIFF'RENT STROKES-SAT.		DOUBLE TROUBLE (SD)		GIMME A BREAK		IT'S YOUR MOVE (SD)		BERRENGER'S			
AVERAGE AUDIENCE (Households (000) & %)						14,860 17.5		13,410 15.8		14,010 16.5		10,610 12.5		7,810 9.2	9.1*		9.3*
SHARE OF AUDIENCE	%					27		24		25		19		15	15 *		16 *
AVG. AUD. BY ¼ HR.	%					17.1	18.0	15.5	16.1	16.5	16.4	12.6	12.5	9.3	9.0	9.1	9.5

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						15,620 18.4				16,130 19.0				15,790 18.6			
Program						T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES			
AVERAGE AUDIENCE (Households (000) & %)						12,310 14.5	13.8*		15.2*	12,990 15.3	14.2*		16.3*	13,070 15.4	15.4*		15.3*
SHARE OF AUDIENCE	%					24	23 *		25 *	25	23 *		26 *	27	27 *		28 *
AVG. AUD. BY ¼ HR.	%					13.5	14.0	15.1	15.4	14.2	14.3	16.0	16.6	15.5	15.3	15.7	15.0
CBS TV TOTAL AUDIENCE (Households (000) & %)						12,310 14.5				14,770 17.4				15,200 17.9			
Program						OTHERWORLD (SD)				AIRWOLF (SD)				MIKE HAMMER (R)			
AVERAGE AUDIENCE (Households (000) & %)						9,170 10.8	10.6*		11.1*	12,310 14.5	14.0*		14.9*	11,290 13.3	12.9*		13.6*
SHARE OF AUDIENCE	%					18	18 *		18 *	23	22 *		24 *	24	22 *		25 *
AVG. AUD. BY ¼ HR.	%					11.0	10.3	10.8	11.3	13.8	14.1	14.8	15.1	13.1	12.7	13.3	14.0
NBC TV TOTAL AUDIENCE (Households (000) & %)						15,710 18.5		13,670 16.1		13,330 15.7		11,630 13.7		10,950 12.9			
Program						DIFF'RENT STROKES-SAT.		DOUBLE TROUBLE (SD)		GIMME A BREAK		IT'S YOUR MOVE		BERRENGER'S			
AVERAGE AUDIENCE (Households (000) & %)						13,750 16.2		12,400 14.6		12,310 14.5		10,440 12.3		7,980 9.4	9.7*		9.0*
SHARE OF AUDIENCE	%					27		24		23		20		17	17 *		16 *
AVG. AUD. BY ¼ HR.	%					15.6	16.8	14.9	14.3	14.3	14.7	12.4	12.2	10.0	9.5	9.0	9.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	58.9	60.3	61.5	62.8	63.0	64.5	64.8	65.7	66.8	67.1	65.9	65.1	62.7	61.8	60.8	58.5
	WK. 2	55.8	57.1	57.9	59.3	60.5	60.5	60.9	61.5	62.3	62.8	62.1	61.5	58.4	56.8	56.0	54.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. FEB.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.2, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			3,650 4.3													
			ABC WEEKEND REPORT-SAT.													
AVERAGE AUDIENCE (Households (000) & %)			3,650 4.3													
SHARE OF AUDIENCE %			10													
AVG. AUD. BY ¼ HR. %			4.3													
CBS TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			11,460 13.5													
			← SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)			6,620 7.8	9.0*		7.6*		6.1*								
SHARE OF AUDIENCE %			21	21 *		21 *		20 *								
AVG. AUD. BY ¼ HR. %			9.2	8.8	8.0	7.3	6.2	5.7								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			3,310 3.9													
			ABC WEEKEND REPORT-SAT.													
AVERAGE AUDIENCE (Households (000) & %)			3,480 4.1													
SHARE OF AUDIENCE %			10													
AVG. AUD. BY ¼ HR. %			4.1													
CBS TV																
TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			10,530 12.4													
			← SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)			6,960 8.2	8.8*		8.4*		7.3*								
SHARE OF AUDIENCE %			23	22 *		24 *		24 *								
AVG. AUD. BY ¼ HR. %			8.6	8.9	8.7	8.0	7.4	7.0								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	54.5	50.2	44.6	41.7	37.5	34.7	31.6	29.4	26.3	23.6	20.1	18.0	15.6	13.5	12.1	10.9
WK. 2	50.6	46.6	40.5	38.8	35.9	33.6	31.4	28.9	25.4	22.8	19.7	17.9	15.3	13.3	11.4	10.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. FEB.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.3, 1985

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))	13,580				28,020											
	TOTAL AUDIENCE (%)	16.0				33.0											
	Program	RIPLEY'S BELIEVE IT-NOT				ABC SUNDAY NIGHT MOVIE FOXFIRE (SD)											
	AVERAGE AUDIENCE (Households (000))	9,590				16,900											
	AVERAGE AUDIENCE (%)	11.3	10.5*		12.0*	19.9	17.3*		17.7*		20.4*		20.8*		22.1*		21.9*
	SHARE OF AUDIENCE %	16	16 *		17 *	28	24 *		24 *		28 *		29 *		34 *		35 *
	AVG. AUD. BY ¼ HR. %	10.4	10.6	11.5	12.6	17.4	17.2	17.5	17.8	20.4	20.4	20.6	20.9	21.8	22.3	22.0	21.5
CBS TV	TOTAL AUDIENCE (Households (000))	26,320				21,650				21,310				20,890			
	TOTAL AUDIENCE (%)	31.0				25.5				25.1				24.6			
	Program	60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000))	21,560				18,680				17,570				16,810			
	AVERAGE AUDIENCE (%)	25.4	24.0*		26.8*	22.0	21.9*		22.1*	20.7	20.2*		21.1*	19.8	19.3*		20.3*
	SHARE OF AUDIENCE %	37	36 *		38 *	30	30 *		30 *	29	28 *		30 *	31	29 *		33 *
	AVG. AUD. BY ¼ HR. %	23.0	25.0	26.9	26.6	21.7	22.1	22.4	21.8	20.0	20.5	21.1	21.1	18.9	19.6	20.0	20.7
NBC TV	TOTAL AUDIENCE (Households (000))	11,630		12,060		17,150				21,480							
	TOTAL AUDIENCE (%)	13.7		14.2		20.2				25.3							
	Program	SILVER SPOONS		PUNKY BREWSTER		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE THE VERDICT (9:00-11:25PM)							
	AVERAGE AUDIENCE (Households (000))	9,850		10,700		13,920				11,290							
	AVERAGE AUDIENCE (%)	11.6		12.6		16.4	15.6*		17.3*	13.3	13.7*		12.5*		12.4*		13.2*
	SHARE OF AUDIENCE %	17		18		22	22 *		23 *	21	19 *		18 *		19 *		22 *
	AVG. AUD. BY ¼ HR. %	11.4	11.8	12.1	13.1	15.2	15.9	17.1	17.6	14.3	13.0	12.6	12.4	12.4	12.4	12.5	13.9

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))	13,920				23,860											
	TOTAL AUDIENCE (%)	16.4				28.1											
	Program	RIPLEY'S BELIEVE IT-NOT				ABC SUNDAY NIGHT MOVIE SURVIVING (SD)											
	AVERAGE AUDIENCE (Households (000))	9,930				15,370											
	AVERAGE AUDIENCE (%)	11.7	10.9*		12.6*	18.1	16.0*		17.4*		18.0*		18.6*		19.1*		19.5*
	SHARE OF AUDIENCE %	17	16 *		18 *	26	23 *		24 *		25 *		27 *		29 *		31 *
	AVG. AUD. BY ¼ HR. %	10.4	11.3	12.2	13.0	15.8	16.2	17.1	17.7	17.9	18.2	18.4	18.7	19.2	19.0	19.7	19.2
CBS TV	TOTAL AUDIENCE (Households (000))	27,760				25,390								19,870			
	TOTAL AUDIENCE (%)	32.7				29.9								23.4			
	Program	60 MINUTES				CBS SPECIAL MOVIE PRESNT. ATLANTA CHILD MURDERS PT 1 (SD)								MURDER, SHE WROTE			
	AVERAGE AUDIENCE (Households (000))	21,820				18,510								16,900			
	AVERAGE AUDIENCE (%)	25.7	25.1*		26.3*	21.8	20.5*		21.3*		22.5*		23.0*	19.9	20.2*		19.6*
	SHARE OF AUDIENCE %	38	38 *		38 *	31	29 *		29 *		32 *		33 *	31	30 *		31 *
	AVG. AUD. BY ¼ HR. %	24.7	25.5	26.9	25.7	20.4	20.7	21.1	21.5	22.3	22.7	23.0	23.0	20.3	20.0	20.0	19.2
NBC TV	TOTAL AUDIENCE (Households (000))	11,970		11,630		19,100				24,960							
	TOTAL AUDIENCE (%)	14.1		13.7		22.5				29.4							
	Program	SILVER SPOONS		PUNKY BREWSTER		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE POISON IVY (SD)							
	AVERAGE AUDIENCE (Households (000))	10,020		10,610		15,540				16,810							
	AVERAGE AUDIENCE (%)	11.8		12.5		18.3	17.3*		19.3*	19.8	19.1*		18.9*		21.0*		20.3*
	SHARE OF AUDIENCE %	18		18		26	25 *		27 *	29	27 *		27 *		32 *		32 *
	AVG. AUD. BY ¼ HR. %	10.8	12.7	12.2	12.8	16.6	17.9	19.1	19.5	19.5	18.6	18.6	19.2	21.2	20.8	20.6	20.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	66.3	68.1	70.2	71.5	71.8	72.5	73.7	74.4	72.5	72.2	72.1	70.7	66.8	64.6	63.0	59.3
	WK. 2	65.7	67.6	69.5	70.5	70.1	71.1	72.5	72.8	71.8	70.9	70.5	69.4	66.9	65.8	64.5	61.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. FEB.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.3, 1985

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			2,720 3.2													
					ABC WEEKEND REPORT-SUN.													
		AVERAGE AUDIENCE (Households (000) & %)			2,630 3.1													
		SHARE OF AUDIENCE %			9													
		AVG. AUD. BY ¼ HR. %			3.1													
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,840 5.7															
			CBS SUNDAY NEWS-OSGOOD															
		AVERAGE AUDIENCE (Households (000) & %)	4,840 5.7															
		SHARE OF AUDIENCE %	11															
		AVG. AUD. BY ¼ HR. %	5.7															
	NBC TV	TOTAL AUDIENCE (Households (000) & %)				1,610 1.9												
			NBC SUNDAY NIGHT MOVIE THE VERDICT (9:00-11:25PM)				G MICHAELS SPORTS MACHINE (11:55-12:25AM)											
		AVERAGE AUDIENCE (Households (000) & %)		15.3*		1,270 1.5												
		SHARE OF AUDIENCE %		31 *		6												
		AVG. AUD. BY ¼ HR. %	15.7	14.5		1.5	1.5	1.4										
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,570 4.2													
					ABC WEEKEND REPORT-SUN.													
		AVERAGE AUDIENCE (Households (000) & %)			3,570 4.2													
		SHARE OF AUDIENCE %			18													
		AVG. AUD. BY ¼ HR. %			4.2													
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,350 6.3															
			CBS SUNDAY NEWS-OSGOOD															
		AVERAGE AUDIENCE (Households (000) & %)	5,180 6.1															
		SHARE OF AUDIENCE %	12															
		AVG. AUD. BY ¼ HR. %	6.1															
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					1,270 1.5											
							G MICHAELS SPORTS MACHINE											
		AVERAGE AUDIENCE (Households (000) & %)					1,100 1.3											
		SHARE OF AUDIENCE %					5											
		AVG. AUD. BY ¼ HR. %					1.4	1.1										
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.8	45.6	36.5	30.6	26.3	23.7	19.9	17.3	14.3	13.1	11.4	10.0	8.1	7.0	6.5	5.8
		WK. 2	51.8	44.7	35.6	30.6	26.4	22.7	19.2	17.6	14.9	13.3	11.5	10.4	8.9	8.2	7.4	6.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. FEB.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			5,430				6,280									
TOTAL AUDIENCE (%)			6.4				7.4									
Program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
AVERAGE AUDIENCE (Households (000))			4,250				5,260									
AVERAGE AUDIENCE (%)			5.0				6.2									
SHARE OF AUDIENCE %			22				24									
AVG. AUD. BY ¼ HR. %			4.9	5.1			6.2	6.3								
CBS TV TOTAL AUDIENCE (Households (000))			3,740				4,330						6,280		5,860	
TOTAL AUDIENCE (%)			4.4				5.1						7.4		6.9	
Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000))			2,970				3,400						5,350		5,010	
AVERAGE AUDIENCE (%)			3.5				4.0						6.3		5.9	
SHARE OF AUDIENCE %			16				15						23		22	
AVG. AUD. BY ¼ HR. %			3.3	3.6			4.0	4.0					6.0	6.6	5.8	5.9
NBC TV TOTAL AUDIENCE (Households (000))			5,180				5,520						2,800		5,010	
TOTAL AUDIENCE (%)			6.1				6.5						3.3		5.9	
Program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								TIME MACHINE		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000))			4,080				4,500						2,290		4,330	
AVERAGE AUDIENCE (%)			4.8				5.3						2.7		5.1	
SHARE OF AUDIENCE %			21				20						10		19	
AVG. AUD. BY ¼ HR. %			4.8	4.8			5.4	5.3					2.6	2.8	4.8	5.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))			5,600				6,200									
TOTAL AUDIENCE (%)			6.6				7.3									
Program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
AVERAGE AUDIENCE (Households (000))			4,330				5,260									
AVERAGE AUDIENCE (%)			5.1				6.2									
SHARE OF AUDIENCE %			22				24									
AVG. AUD. BY ¼ HR. %			5.0	5.2			6.2	6.1								
CBS TV TOTAL AUDIENCE (Households (000))			3,820				4,250						6,110		5,350	
TOTAL AUDIENCE (%)			4.5				5.0						7.2		6.3	
Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
AVERAGE AUDIENCE (Households (000))			2,970				3,400						5,180		4,670	
AVERAGE AUDIENCE (%)			3.5				4.0						6.1		5.5	
SHARE OF AUDIENCE %			15				15						23		20	
AVG. AUD. BY ¼ HR. %			3.3	3.7			3.9	4.1					5.9	6.4	5.4	5.6
NBC TV TOTAL AUDIENCE (Households (000))			5,350				5,180						3,230		4,750	
TOTAL AUDIENCE (%)			6.3				6.1						3.8		5.6	
Program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								TIME MACHINE		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Households (000))			4,250				4,580						2,550		4,080	
AVERAGE AUDIENCE (%)			5.0				5.4						3.0		4.8	
SHARE OF AUDIENCE %			22				21						11		18	
AVG. AUD. BY ¼ HR. %			5.0	5.1			5.4	5.3					2.9	3.2	4.5	4.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	13.6	16.2	18.4	20.0	21.9	23.3	24.3	24.6	24.9	26.2	26.7	26.9	27.0	27.3	27.0	27.2
WK. 2	14.3	16.5	18.8	20.9	22.5	23.7	24.3	24.6	25.1	25.8	26.0	26.3	26.6	27.1	27.1	27.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.28-FEB.1, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	3,310		4,080		3,650		4,750		9,930				8,830			
TOTAL AUDIENCE (%)	3.9		4.8		4.3		5.6		11.7				10.4			
Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE → (SD)			
AVERAGE AUDIENCE (Households (000))	2,890		3,480		3,140		4,080		7,900				6,960			
AVERAGE AUDIENCE (%)	3.4		4.1		3.7		4.8		9.3	8.8*		9.8*	8.2	8.2*		8.2*
SHARE OF AUDIENCE %	12		14		12		15		26	25 *		28 *	25	24 *		25 *
AVG. AUD. BY ¼ HR. %	3.5	3.4	3.9	4.3	3.6	3.8	4.5	5.0	8.3	9.2	9.8	9.7	8.3	8.1	8.1	8.4
CBS TV TOTAL AUDIENCE (Households (000))	7,730		9,930				9,760				8,410				6,110	
TOTAL AUDIENCE (%)	9.1		11.7				11.5				9.9				7.2	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	6,960		8,660				7,300				6,620				5,520	
AVERAGE AUDIENCE (%)	8.2		10.2				8.6	8.6*		8.7*	7.8	7.6*		7.9*	6.5	
SHARE OF AUDIENCE %	29		36				27	28 *		27 *	23	21 *		23 *	20	
AVG. AUD. BY ¼ HR. %	7.9	8.5	9.9	10.4			8.6	8.6	8.7	8.7	7.6	7.6	7.9	7.9	6.5	6.5
NBC TV TOTAL AUDIENCE (Households (000))	7,810		5,770		4,080		3,740		8,490				6,620			
TOTAL AUDIENCE (%)	9.2		6.8		4.8		4.4		10.0				7.8			
Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD → (SD)			
AVERAGE AUDIENCE (Households (000))	6,790		5,090		3,480		3,230		6,790				5,090			
AVERAGE AUDIENCE (%)	8.0		6.0		4.1		3.8		8.0	7.6*		8.3*	6.0	6.2*		5.8*
SHARE OF AUDIENCE %	29		21		13		12		23	22 *		23 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %	7.8	8.3	5.9	6.0	4.0	4.2	3.8	3.9	7.4	7.8	8.2	8.3	6.4	6.0	5.9	5.7

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	3,650		3,740		3,570		4,500		9,420				8,660			
TOTAL AUDIENCE (%)	4.3		4.4		4.2		5.3		11.1				10.2			
Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE → (SD)			
AVERAGE AUDIENCE (Households (000))	3,140		3,310		3,060		3,820		7,390				6,710			
AVERAGE AUDIENCE (%)	3.7		3.9		3.6		4.5		8.7	8.3*		9.1*	7.9	7.7*		8.1*
SHARE OF AUDIENCE %	13		14		12		15		26	25 *		27 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %	3.7	3.7	3.8	4.1	3.4	3.7	4.4	4.7	7.8	8.9	9.2	9.0	7.7	7.6	7.9	8.3
CBS TV TOTAL AUDIENCE (Households (000))	7,730		9,930				9,590				7,730				5,690	
TOTAL AUDIENCE (%)	9.1		11.7				11.3				9.1				6.7	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	6,790		8,660				7,300				6,200				5,090	
AVERAGE AUDIENCE (%)	8.0		10.2				8.6	8.6*		8.6*	7.3	7.1*		7.5*	6.0	
SHARE OF AUDIENCE %	29		37				28	29 *		27 *	22	21 *		23 *	19	
AVG. AUD. BY ¼ HR. %	7.7	8.4	9.9	10.5			8.6	8.7	8.5	8.6	7.1	7.2	7.5	7.4	5.9	6.0
NBC TV TOTAL AUDIENCE (Households (000))	7,560		5,770		3,820		3,230		8,070				6,710			
TOTAL AUDIENCE (%)	8.9		6.8		4.5		3.8		9.5				7.9			
Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD → (SD)			
AVERAGE AUDIENCE (Households (000))	6,540		5,090		3,310		2,800		6,710				5,260			
AVERAGE AUDIENCE (%)	7.7		6.0		3.9		3.3		7.9	7.6*		8.2*	6.2	6.3*		6.1*
SHARE OF AUDIENCE %	28		22		13		11		24	23 *		24 *	19	19 *		19 *
AVG. AUD. BY ¼ HR. %	7.6	7.8	6.0	6.0	3.7	4.0	3.2	3.4	7.3	7.8	8.2	8.2	6.5	6.2	6.2	5.9

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	27.6	28.2	28.3	29.4	31.2	32.2	32.2	33.1	34.3	35.1	34.5	34.7	33.9	33.8	32.5	33.3
WK. 2	27.6	28.2	28.2	29.0	30.2	31.2	31.1	31.5	32.6	33.5	33.0	33.1	32.6	32.7	31.9	32.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES — DAY MON.-FRI. JAN.28-FEB.1, 1985

WEEK 1

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,530 12.4														12,060 14.2	
	Program	GENERAL HOSPITAL														ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	8,320 9.8	9.7*		10.0*											10,530 12.4	
	SHARE OF AUDIENCE %	28	29 *		28 *											20	
	AVG. AUD. BY ¼ HR. %	9.6	9.7	10.1	9.9											12.1	12.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,570 10.1				2,890 3.4										14,520 17.1	
	Program	GUIDING LIGHT (SD)				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	7,050 8.3	8.1*		8.5*	2,460 2.9										12,900 15.2	
	SHARE OF AUDIENCE %	24	24 *		23 *	8										24	
	AVG. AUD. BY ¼ HR. %	7.9	8.3	8.5	8.4	2.8	3.0									15.1	15.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,410 5.2														12,140 14.3	
	Program	SANTA BARBARA				(S)(OP)										NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	3,060 3.6	3.6*		3.7*											10,780 12.7	
	SHARE OF AUDIENCE %	10	11 *		10 *											20	
	AVG. AUD. BY ¼ HR. %	3.7	3.4	3.5	3.8											12.3	13.1

WEEK 2

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	10,100 11.9														11,120 13.1	
	Program	GENERAL HOSPITAL														ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	8,070 9.5	9.4*		9.6*											9,760 11.5	
	SHARE OF AUDIENCE %	28	28 *		28 *											19	
	AVG. AUD. BY ¼ HR. %	9.3	9.5	9.6	9.5											11.2	11.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,150 9.6				2,630 3.1										14,180 16.7	
	Program	GUIDING LIGHT (SD)				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	6,540 7.7	7.6*		7.9*	2,210 2.6										12,740 15.0	
	SHARE OF AUDIENCE %	23	23 *		23 *	7										25	
	AVG. AUD. BY ¼ HR. %	7.4	7.7	8.0	7.9	2.5	2.6									14.9	15.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,920 5.8														11,890 14.0	
	Program	SANTA BARBARA														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	3,480 4.1	4.0*		4.3*											10,440 12.3	
	SHARE OF AUDIENCE %	12	12 *		12 *											20	
	AVG. AUD. BY ¼ HR. %	4.0	4.0	4.1	4.4											12.0	12.7

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	34.3	35.3	36.5	38.0	38.6	40.6	42.1	43.9	46.0	48.1	49.6	52.7	57.2	60.1	61.8	63.1
	WK. 2	33.1	34.4	35.2	36.3	36.6	38.8	40.1	42.1	44.4	47.2	49.6	52.4	56.0	58.7	60.5	61.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.2, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					2,550 3.0		4,330 5.1		5,180 6.1		5,350 6.3		5,690 6.7		5,600 6.6	
Program					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
AVERAGE AUDIENCE (Households (000) & %)					2,120 2.5		3,570 4.2		4,160 4.9		4,410 5.2		4,500 5.3		4,840 5.7	
SHARE OF AUDIENCE %					15		20		19		17		16		16	
AVG. AUD. BY ¼ HR. %					2.2	2.8	3.8	4.5	4.6	5.3	5.1	5.4	5.3	5.4	5.5	5.9
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					2,720 3.2		4,330 5.1		6,030 7.1		7,050 8.3		7,050 8.3		6,960 8.2	
Program					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
AVERAGE AUDIENCE (Households (000) & %)					2,210 2.6		3,400 4.0		5,180 6.1		5,690 6.7		5,940 7.0		5,860 6.9	
SHARE OF AUDIENCE %					16		19		23		22		21		20	
AVG. AUD. BY ¼ HR. %					2.4	2.9	3.7	4.3	5.8	6.4	6.4	6.9	6.9	7.0	6.9	6.8
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					3,740 4.4		5,260 6.2		6,790 8.0		9,000 10.6		9,000 10.6		8,570 10.1	
Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)					3,230 3.8		4,330 5.1		5,600 6.6		7,300 8.6		7,980 9.4		7,470 8.8	
SHARE OF AUDIENCE %					23		24		25		28		28		25	
AVG. AUD. BY ¼ HR. %					3.5	4.0	4.6	5.5	6.2	7.0	8.4	8.9	9.2	9.5	8.7	8.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					4,410 5.2		5,260 6.2		5,090 6.0		5,860 6.9		5,430 6.4		5,690 6.7	
Program					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
AVERAGE AUDIENCE (Households (000) & %)					3,310 3.9		4,080 4.8		4,500 5.3		5,090 6.0		4,500 5.3		4,750 5.6	
SHARE OF AUDIENCE %					21		21		20		20		17		18	
AVG. AUD. BY ¼ HR. %					3.5	4.3	4.5	5.1	5.0	5.5	5.9	6.2	5.3	5.4	5.3	5.9
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					3,140 3.7		5,860 6.9		6,790 8.0		6,790 8.0		7,050 8.3		6,710 7.9	
Program					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
AVERAGE AUDIENCE (Households (000) & %)					2,550 3.0		4,580 5.4		6,110 7.2		5,860 6.9		5,860 6.9		5,430 6.4	
SHARE OF AUDIENCE %					16		23		27		23		22		20	
AVG. AUD. BY ¼ HR. %					2.6	3.4	5.2	5.7	7.0	7.4	6.8	6.9	6.8	7.0	6.7	6.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					3,990 4.7		5,090 6.0		5,860 6.9		7,300 8.6		8,410 9.9		7,220 8.5	
Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)					3,060 3.6		3,910 4.6		4,840 5.7		6,450 7.6		7,130 8.4		6,370 7.5	
SHARE OF AUDIENCE %					20		20		21		26		27		24	
AVG. AUD. BY ¼ HR. %					3.3	4.0	4.4	4.9	5.2	6.2	7.6	7.7	8.5	8.2	7.5	7.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	9.1	10.8	12.8	14.8	16.9	18.7	21.3	24.0	25.7	28.1	29.9	31.7	33.3	33.7	33.8	35.2
WK. 2	9.1	11.0	13.0	15.4	18.0	21.0	23.7	25.3	27.1	28.3	29.1	29.7	30.8	32.3	32.5	32.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. FEB.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.2, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	6,110 7.2		6,540 7.7		6,030 7.1		6,280 7.4								8,320 9.8	
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE BOLD CAPER		← AMERICAN BANDSTAND →								PRO BOWLERS TOUR (2:30-4:01PM)	
AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8		5,690 6.7		5,090 6.0		3,740 4.4	4.3*		4.5*					4,840 5.7	4.9*
SHARE OF AUDIENCE %	17		19		16		12	11 *		12 *					14	12 *
AVG. AUD. BY ¼ HR. %	5.8	5.8	6.4	7.0	5.6	6.3	4.5	4.2	4.4	4.5					4.6	5.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	7,130 8.4		5,010 5.9		11,550 13.6								10,100 11.9			
Program	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		← CBS NCAA BASKETBALL-SAT DEPAUL VS LOUISVILLE OREGON STATE VS STANFORD MULTI-SEGMENT TELECAST(-OP) →									NBA ON CBS-SAT PHILADELPHIA VS NEW JERSEY (2:08-4:39PM) (OP)		
AVERAGE AUDIENCE (Households (000) & %)	5,860 6.9		4,330 5.1		5,090 6.0	5.0*		6.0*		5.9*		6.4*	3,480 4.1	4.1*		3.8*
SHARE OF AUDIENCE %	20		14		15	13 *		15 *		15 *		16 *	10	11 *		10 *
AVG. AUD. BY ¼ HR. %	7.0	6.7	5.3	4.8	5.0	5.1	5.9	6.2	6.2	5.7	6.0	6.8	4.1	4.1	3.8	3.8
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	7,390 8.7		6,540 7.7		6,200 7.3		5,520 6.5						8,660 10.2			
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK						← NBC COLLEGE BASKETBALL VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST →			
AVERAGE AUDIENCE (Households (000) & %)	6,200 7.3		5,940 7.0		5,260 6.2		4,840 5.7						3,740 4.4	4.2*		4.5*
SHARE OF AUDIENCE %	21		20		17		15						11	11 *		11 *
AVG. AUD. BY ¼ HR. %	6.9	7.6	7.0	7.0	6.1	6.2	5.6	5.8					4.0	4.4	4.5	4.5

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	5,520 6.5		5,940 7.0		6,030 7.1		6,790 8.0									
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS MISS SWITCH TO THE RESCUE		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,750 5.6		5,180 6.1		5,430 6.4		3,650 4.3	4.5*		4.2*						
SHARE OF AUDIENCE %	17		19		19		12	13 *		12 *						
AVG. AUD. BY ¼ HR. %	5.5	5.7	6.1	6.2	6.3	6.5	4.3	4.6	4.3	4.0						
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,620 7.8		4,920 5.8		5,090 6.0				4,580 5.4		3,990 4.7		10,610 12.5			
Program	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		← SATURDAY SUPERCADE →				POLE POSITION		CHARLIE BROWN&SNOOPY SHOW (SD)		← CBS NCAA BASKETBALL-SAT MEMPHIS VS KANSAS ST. JOHN'S VS VILLANOVA (2:00-4:07PM) →			
AVERAGE AUDIENCE (Households (000) & %)	5,350 6.3		4,080 4.8		2,890 3.4	2.9*		3.9*	3,570 4.2		3,230 3.8		4,160 4.9	4.6*		3.9*
SHARE OF AUDIENCE %	19		15		10	9 *		11 *	12		10		14	13 *		11 *
AVG. AUD. BY ¼ HR. %	6.4	6.3	4.9	4.6	2.8	3.0	3.9	3.8	3.9	4.5	3.7	3.9	4.7	4.4	4.0	3.9
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,030 7.1		5,860 6.9		4,500 5.3		4,160 4.9		10,700 12.6							
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK		← NBC COLLEGE BASKETBALL SMU VS NORTH CAROLINA STATE (1:00-3:15PM) →							
AVERAGE AUDIENCE (Households (000) & %)	5,520 6.5		5,180 6.1		3,910 4.6		3,400 4.0		4,580 5.4	4.6*		5.4*		4.9*		5.7*
SHARE OF AUDIENCE %	22		21		14		12		15	13 *		15 *		14 *		16 *
AVG. AUD. BY ¼ HR. %	6.3	6.8	6.1	6.1	4.5	4.7	4.0	4.0	4.3	4.9	5.5	5.2	5.1	4.8	5.2	6.2

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	35.0	36.0	35.4	36.8	36.5	37.5	38.1	38.4	36.8	37.9	37.2	38.2	38.5	39.8	40.5	41.5
WK. 2	32.5	32.3	31.5	31.8	32.2	34.1	34.1	35.0	34.8	35.5	36.3	36.7	35.8	35.8	35.3	36.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. FEB.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.2, 1985

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,620 18.4										9,340 11.0	
Program	PRO BOWLERS TOUR (2:30-4:01PM) (→OP)				ABC WIDE WORLD-SPORTS SAT (4:01-6:00PM) (OP)										ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000) & %)		5.9*		6.2*	7,130 8.4	7.7*		8.2*		8.4*		9.3*			8,150 9.6	
SHARE OF AUDIENCE %		14 *		14 *	18	18 *		18 *		18 *		19 *			17	
AVG. AUD. BY ¼ HR. %	5.9	6.0	6.0	6.3	7.5	7.9	8.4	8.0	8.6	8.2	9.3	9.4			9.6	9.6
CBS TV TOTAL AUDIENCE (Households (000) & %)							8,740 10.3								10,020 11.8	
Program	NBA ON CBS-SAT PHILADELPHIA VS NEW JERSEY (2:08-4:39PM) (→OP)							BING CROSBY-PRO AM-SAT. (4:39-6:00PM) (OP)							CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		3.4*		3.8*		4.8*	4,840 5.7	4.7*		5.5*		6.5*			8,570 10.1	
SHARE OF AUDIENCE %		8 *		9 *		11 *	12	11 *		12 *		14 *			18	
AVG. AUD. BY ¼ HR. %	3.6	3.2	3.6	3.9	4.5	5.1	4.5	4.8	5.3	5.6	6.2	6.7			9.5	10.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					7,050 8.3										7,980 9.4	
Program	NBC COLLEGE BASKETBALL VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (→OP)				SPORTSWORLD-SAT. MULTI-SEGMENT TELECAST (OP)										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		4.1*		4.3*	4,250 5.0	3.5*		5.3*		5.8*					6,790 8.0	
SHARE OF AUDIENCE %		10 *		10 *	11	8 *		12 *		12 *					14	
AVG. AUD. BY ¼ HR. %	4.0	4.2	4.3	4.3	3.5	3.6	4.9	5.7	5.7	5.7					7.7	8.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	8,660 10.2						11,970 14.1								10,950 12.9	
Program	PRO BOWLERS TOUR (3:00-4:31PM) (→OP)						ABC WIDE WORLD-SPORTS SAT (4:31-6:00PM) (OP)								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000) & %)	5,350 6.3	5.4*		6.6*		7.0*	5,600 6.6	6.2*		6.7*		7.0*			9,080 10.7	
SHARE OF AUDIENCE %	16	14 *		17 *		18 *	15	15 *		15 *		15 *			20	
AVG. AUD. BY ¼ HR. %	5.0	5.8	6.5	6.6	7.0	7.1	6.2	6.1	6.4	7.1	6.8	7.3			10.7	10.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,440 12.3										10,870 12.8	
Program	CBS NCAA BASKETBALL-SAT MEMPHIS VS KANSAS ST. JOHN'S VS VILLANOVA (2:00-4:07PM)(→OP)				CBS SPORTS SATURDAY (4:07-6:00PM) (OP)										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		4.7*		6.0*	4,750 5.6	4.3*		4.9*		6.3*		6.6*			9,510 11.2	
SHARE OF AUDIENCE %		13 *		16 *	14	11 *		12 *		15 *		15 *			21	
AVG. AUD. BY ¼ HR. %	4.1	5.3	5.5	6.5	4.0	4.4	5.0	4.7	6.1	6.5	7.0	6.1			10.9	11.4
NBC TV TOTAL AUDIENCE (Households (000) & %)		7,130 8.4							7,390 8.7						5,690 6.7	
Program	(1)	NBC COLLEGE BSKBL 2-SAT. SYRACUSE VS NOTRE DAME UCLA VS WASHINGTON (3:15-5:00PM)(→OP)							HAWAIIAN OPEN GOLF-SAT (5:00-6:30PM) (OP)						NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	7.0*	2,800 3.3		2.7*		2.9*		3.9*	4,080 4.8	4.2*		5.1*		5.0*	4,580 5.4	
SHARE OF AUDIENCE %	19 *	9		7 *		8 *		10 *	11	10 *		12 *		10 *	10	
AVG. AUD. BY ¼ HR. %	7.0	3.3	2.9	2.6	2.7	3.0	3.4	4.4	4.3	4.1	4.6	5.6	5.4	4.7	5.0	5.7

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	41.0	42.0	42.9	42.9	43.5	44.4	45.6	46.6	47.7	48.3	49.1	51.1	53.8	54.9	56.7	58.5
WK. 2	37.3	37.6	38.0	38.5	39.0	40.0	41.4	43.1	42.9	44.0	45.2	46.9	51.2	53.2	53.7	55.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

(1)NBC COLLEGE BASKETBALL,SMU VS NORTH CAROLINA STATE,NBC,(1:00-3:15PM)

DAY SAT. FEB.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.3, 1985

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										7,810 9.2						3,910 4.6	
Program								FOR OUR TIMES (SUS)		←——— SUNDAY MORNING					———→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										4,250 5.0	4.7*		5.1*		5.3*	3,060 3.6	
SHARE OF AUDIENCE	%									18	20 *		19 *		17 *	11	
AVG. AUD. BY ¼ HR.	%									4.2	5.2	5.2	4.9	5.3	5.4	3.6	3.6
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										8,240 9.7						3,570 4.2	
Program										←——— SUNDAY MORNING					———→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										4,580 5.4	4.8*		5.6*		5.8*	2,800 3.3	
SHARE OF AUDIENCE	%									20	20 *		21 *		19 *	10	
AVG. AUD. BY ¼ HR.	%									4.3	5.3	5.6	5.6	5.9	5.6	3.7	3.0
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	6.4	7.3	9.2	11.4	14.2	16.9	18.8	21.2	24.2	25.7	26.7	28.1	30.2	32.0	32.5	33.9
	WK. 2	6.1	7.6	9.4	11.2	14.5	17.2	18.9	20.6	23.0	25.2	25.8	27.2	29.4	30.6	31.5	32.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. FEB.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.3, 1985

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				7,220 8.5 ← THIS WEEK-DAVID BRINKLEY →				1,100 1.3 SPORTSBEAT								5,860 6.9 USA VS WRLD-AMATEUR BOXNG (2:30-4:00PM)	
AVERAGE AUDIENCE (Households (000) & %)				4,500 5.3	5.1*		5.4*	850 1.0								2,800 3.3	2.5*
SHARE OF AUDIENCE	%			14	14 *		15 *	3								8	6 *
AVG. AUD. BY ¼ HR.	%			5.0	5.3	5.4	5.5	1.1	.9							2.5	2.6
CBS TV TOTAL AUDIENCE (Households (000) & %)										11,630 13.7 ← CBS NCAA BASKETBALL-SUN ARKANSAS VS GEORGETOWN (1:00-3:05PM) (→OP) →							
AVERAGE AUDIENCE (Households (000) & %)										5,260 6.2	5.8*		6.3*		6.5*		6.3*
SHARE OF AUDIENCE	%									16	16 *		16 *		17 *		16 *
AVG. AUD. BY ¼ HR.	%									5.3	6.3	6.3	6.2	6.3	6.7	6.4	6.3
NBC TV TOTAL AUDIENCE (Households (000) & %)								4,500 5.3 MEET THE PRESS		6,790 8.0 ← NBC COLLEGE BASKETBALL-SU ILLINOIS VS HOUSTON (1:00-3:01PM) (→OP) →							
AVERAGE AUDIENCE (Households (000) & %)								3,570 4.2		2,720 3.2	2.9*		2.9*		3.2*		3.7*
SHARE OF AUDIENCE	%							12		8	8 *		8 *		8 *		9 *
AVG. AUD. BY ¼ HR.	%							4.1	4.2	3.2	2.7	2.7	3.1	3.1	3.2	3.3	4.0

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				6,030 7.1 ← THIS WEEK-DAVID BRINKLEY →				1,270 1.5 SPORTSBEAT								5,690 6.7 USA VS WRLD-AMATEUR BOXNG (2:30-4:00PM)	
AVERAGE AUDIENCE (Households (000) & %)				3,740 4.4	4.1*		4.7*	930 1.1								2,890 3.4	3.2*
SHARE OF AUDIENCE	%			12	12 *		13 *	3								8	8 *
AVG. AUD. BY ¼ HR.	%			4.0	4.3	4.5	4.8	1.1	1.2							3.2	3.2
CBS TV TOTAL AUDIENCE (Households (000) & %)										6,450 7.6 BUSCH CLASH (1:00-1:30PM) (→OP)		5,940 7.0 (1) (OP)(→OP)	17,910 21.1 ← NBA ALLSTAR GAME (1:49-4:30PM) (OP) →				
AVERAGE AUDIENCE (Households (000) & %)										4,840 5.7	5.6*	5,430 6.4	9,250 10.9		10.8*		10.7*
SHARE OF AUDIENCE	%									16	16 *	17	26		27 *		26 *
AVG. AUD. BY ¼ HR.	%									5.4	5.7	6.1	9.0	10.7	10.8	10.6	10.8
NBC TV TOTAL AUDIENCE (Households (000) & %)								3,740 4.4 MEET THE PRESS		8,570 10.1 ← NBC COLLEGE BASKETBALL-SU NORTH CAROLINA STATE VS LSU →							
AVERAGE AUDIENCE (Households (000) & %)								3,060 3.6		4,080 4.8	4.8*		5.3*		4.5*		4.6*
SHARE OF AUDIENCE	%							10		12	14 *		14 *		11 *		11 *
AVG. AUD. BY ¼ HR.	%							3.5	3.6	4.5	5.0	5.4	5.2	4.6	4.5	4.7	4.5

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	34.9	35.4	36.3	36.7	36.8	36.9	36.4	37.8	37.8	39.3	39.5	40.3	40.0	40.4	41.1	41.4
	WK. 2	33.0	34.1	35.4	35.6	35.4	36.8	36.5	36.4	36.2	36.3	37.5	39.2	39.9	40.6	41.4	41.8

U.S. TV Households: 84,900,000

(1)NBA ALLSTAR PRE-GAME,CBS,(1:36-1:49PM)(S)

For explanation of symbols, See page A.

DAY SUN. FEB.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.3, 1985

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,690 17.3										9,760 11.5	
ABC TV program	USA VS WRLD-AMATEUR BOXNG (2:30-4:00PM)				ABC WIDE WORLD-SPORTS SUN										ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		3.4*		4.0*	6,540 7.7	6.6*		7.2*		7.9*		9.1*			7,730 9.1	
SHARE OF AUDIENCE %		8 *		9 *	16	15 *		15 *		16 *		17 *			15	
AVG. AUD. BY ¼ HR. %	3.2	3.7	3.8	4.2	6.4	6.7	7.3	7.2	7.8	8.0	8.8	9.4			9.3	9.0
CBS TV TOTAL AUDIENCE (Households (000) & %)	12,230 14.4												11,380 13.4			
CBS TV program	BING CROSBY-PRO AM-SUN. (3:05-6:00PM) (OP)												CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Households (000) & %)	5,770 6.8	4.8*		5.5*		6.5*		7.0*		7.9*		8.8*	9,420 11.1			
SHARE OF AUDIENCE %	15	12 *		13 *		15 *		15 *		16 *		17 *	18			
AVG. AUD. BY ¼ HR. %	4.9	4.7	5.2	5.7	6.4	6.6	6.9	7.1	7.6	8.1	8.9	8.8	10.3	11.8		
NBC TV TOTAL AUDIENCE (Households (000) & %)	10,610 12.5														10,780 12.7	
NBC TV program	NBC COLLEGE BSKBL 2-SUN. NOTRE DAME VS UCLA (3:01-5:02PM) (OP)														NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8	5.0*		5.6*		6.2*		6.5*							9,170 10.8	
SHARE OF AUDIENCE %	13	13 *		14 *		14 *		14 *							17	
AVG. AUD. BY ¼ HR. %	5.0	5.0	5.5	5.6	6.3	6.1	6.1	6.8	7.0						10.5	11.1

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,500 15.9										9,760 11.5	
ABC TV program	USA VS WRLD-AMATEUR BOXNG (2:30-4:00PM)				ABC WIDE WORLD-SPORTS SUN										ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		3.5*		3.7*	5,690 6.7	4.5*		6.5*		7.6*		8.4*			8,410 9.9	
SHARE OF AUDIENCE %		9 *		9 *	14	10 *		14 *		15 *		16 *			17	
AVG. AUD. BY ¼ HR. %	3.6	3.4	3.5	3.8	4.3	4.6	6.1	6.9	7.7	7.5	7.7	9.1			9.9	9.9
CBS TV TOTAL AUDIENCE (Households (000) & %)							11,720 13.8						11,460 13.5			
CBS TV program	NBA ALLSTAR GAME ([illegible]-4:30PM)						CBS SPORTS SUNDAY						CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Households (000) & %)		11.0*		11.1*		11.7*	5,690 6.7	7.0*		6.6*		6.5*	9,590 11.3			
SHARE OF AUDIENCE %		27 *		26 *		27 *	14	16 *		14 *		13 *	19			
AVG. AUD. BY ¼ HR. %	10.9	11.0	11.1	11.1	12.2	11.1	7.0	7.1	7.0	6.2	6.7	6.3	10.6	12.0		
NBC TV TOTAL AUDIENCE (Households (000) & %)							10,610 12.5								5,010 5.9	
NBC TV program							HAWAIIAN OPEN GOLF-SUN (4:30-6:35PM) (OP)								NBC NIGHTLY NEWS-SUN (6:35-7:00PM) (OP)	
AVERAGE AUDIENCE (Households (000) & %)							5,010 5.9	5.2*		5.6*		6.5*		6.3*	4,250 5.0	
SHARE OF AUDIENCE %							12	12 *		12 *		13 *		11 *	8	
AVG. AUD. BY ¼ HR. %							5.4	5.1	5.4	5.8	6.3	6.6	6.4	6.1	4.4	5.4

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	41.1	41.8	41.6	43.0	44.4	45.8	47.1	49.5	50.5	52.2	54.2	56.4	59.4	62.4	63.2	64.3
WK. 2	41.5	41.4	42.1	44.0	44.9	46.3	46.9	48.1	49.7	51.0	53.1	55.1	58.2	59.9	60.9	62.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. FEB.10, 1985

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								14,350	16.9	14,350	16.9	23	16.9	
ABC ABC NEWSBRIEF-MON		10.01-10.02PM	10.00	21,900	25.8	21,900	25.8	37	25.8		19,100	22.5	19,100	22.5	32	22.5	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	12,230	14.4	12,230	14.4	21	14.4		12,650	14.9	12,650	14.9	22	14.9	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	2	8.32- 8.33PM	8.30								14,430	17.0	14,430	17.0	24	17.0	
	1	8.58- 8.59PM	8.45	20,210	23.8	20,210	23.8	34	23.8								
ABC ABC NEWSBRIEF-WED	2	8.58- 8.59PM	8.45								15,030	17.7	15,030	17.7	25	17.7	
	1	9.58- 9.59PM	9.45	21,560	25.4	21,560	25.4	37	25.4								
ABC STATE-UNION ANALYSIS-ABC(SUS)	2	9.48-10.00PM	9.45														
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS STATE-UNION ANALYSIS-1(S)	2	9.47- 9.51PM	9.45								9,590	11.3	8,910	10.5	15	10.5	
CBS STATE-UNION ANALYSIS-2(S)	2	10.20-10.37PM	→GRID 10.30								5,940	7.0	5,690	6.7	10	6.8	
NBC STATE-UNION ANALYSIS II(SUS)	2	10.52-11.00PM	10.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	9,760	11.5	9,760	11.5	16	11.5		9,930	11.7	9,930	11.7	17	11.7	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI		8.42- 8.43PM	8.30	15,280	18.0	15,280	18.0	27	18.0		14,430	17.0	14,430	17.0	26	17.0	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	10,360	12.2	10,360	12.2	18	12.2		10,100	11.9	10,100	11.9	18	11.9	
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	13,330	15.7	13,330	15.7	24	15.7		11,380	13.4	11,380	13.4	22	13.4	
ABC ABC NEWSBRIEF-SAT.	1	9.55- 9.56PM	9.45	15,370	18.1	15,370	18.1	28	18.1								
	2	9.58- 9.59PM	9.45								13,330	15.7	13,330	15.7	26	15.7	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	11,800	13.9	11,800	13.9	21	13.9		9,850	11.6	9,850	11.6	19	11.6	
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	12,310	14.5	12,310	14.5	22	14.5		10,360	12.2	10,360	12.2	20	12.2	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,460	13.5	11,460	13.5	21	13.5		10,870	12.8	10,870	12.8	21	12.8	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	9,340	11.0	9,340	11.0	17	11.0								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.56- 8.58PM	8.45	15,110	17.8	14,690	17.3	23	17.3								
	2	9.00- 9.02PM	9.00								15,200	17.9	14,860	17.5	24	17.5	
ABC ABC NEWSBRIEF-SUN.	1	9.53- 9.54PM	9.45	16,810	19.8	16,810	19.8	28	19.8								
	2	9.56- 9.57PM	9.45								15,540	18.3	15,540	18.3	26	18.3	
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	16,470	19.4	16,470	19.4	26	19.4								
	2	9.02- 9.03PM	9.00								17,830	21.0	17,830	21.0	29	21.0	

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING SUNDAY-CONT'D																	
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	14,520	17.1	14,520	17.1	24	17.1		16,390	19.3	16,390	19.3	28	19.3	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	11,630	13.7	11,630	13.7	18	13.7		12,480	14.7	12,480	14.7	20	14.7	
NBC NBC NEWS DIGEST-2-SUN.	2	9.51- 9.52PM	9.45								12,570	14.8	12,570	14.8	21	14.8	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE	1	>	11.30	6,370	7.5	4,920	5.8	16	6.7	M-F							
	2	11.30-12.00MD	11.30								6,370	7.5	5,180	6.1	16	6.7	MTUWF
			11.45						5.2	M-F						5.4	MTUWF
			12.00						4.4	MON.							
ABC VIEWPOINT(S)	2	11.30- 1.00AM	11.30								6,110	7.2	2,890	3.4	12	5.5	THU.
			11.45											4.8*	14*	4.1	THU.
			12.00													3.4	THU.
			12.15											3.1*	11*	2.8	THU.
			12.30													2.5	THU.
			12.45											2.3*	11*	2.0	THU.
ABC ABC ROCKS		12.00-12.32AM	12.00	2,380	2.8	1,700	2.0	6	2.1	FRI.	2,120	2.5	1,610	1.9	6	2.0	FRI.
			12.15						2.0	FRI.						1.8	FRI.
			12.30						2.2	FRI.						1.9	FRI.
ABC EYE ON HOLLYWOOD	1	>	12.00	1,530	1.8	1,270	1.5	5	1.7	M-TH							
	2	12.00-12.30AM	12.00								1,780	2.1	1,440	1.7	6	1.9	M-W
			12.15						1.4	M-TH						1.6	M-W
			12.30						1.3	M-W							
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	13,670	16.1	13,670	16.1	23	16.1	MTUTH	12,990	15.3	12,990	15.3	22	15.3	TU&TH
CBS NEWSBREAK-M-F		>	9.45	12,570	14.8	12,060	14.2	21	14.7	M-F	13,240	15.6	13,240	15.6	23	17.2	MTUTHF
			10.00													10.8	TUE.
CBS LATE MOVIE I		>	11.30	7,470	8.8	5,090	6.0	18	6.4	M-F	7,300	8.6	5,010	5.9	18	6.4	M-F
			11.45				6.2*	16*	6.0	M-F				6.2*	17*	6.0	M-F
			12.00						5.9	M-F						5.8	M-F
			12.15				5.9*	20*	5.8	M-F				5.7*	20*	5.6	M-F
			12.30				5.5*	23*	5.6	M-F				5.5*	22*	5.5	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,080	4.8	3,310	3.9	20	4.3	M-F	4,330	5.1	3,400	4.0	21	4.3	M-F
			12.45				4.1*	18*	4.0	M-F				4.3*	20*	4.3	M-F
			1.00						3.8	M-F						3.9	M-F
			1.15				3.7*	21*	3.6	M-F				3.8*	22*	3.7	M-F
			1.30													2.8	WED.
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,020	1.2	930	1.1	12	1.2	M-THSU	1,020	1.2	930	1.1	11	1.1	M-THSU
			2.15						1.1	M-THSU						1.1	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,040	2.4	850	1.0	22		M-THSU	1,950	2.3	930	1.1	22		M-THSU
			2.30						1.4	SUN.						.9	SUN.
			2.45				1.2*	19*	1.1	SUN.				.9*	13*	.9	SUN.
			3.00						1.3	M-THSU						1.4	M-THSU
			3.15				1.2*	21*	1.1	M-THSU				1.3*	20*	1.3	M-THSU
			3.30						1.1	M-THSU						1.2	M-THSU
			3.45				1.1*	23*	1.1	M-THSU				1.2*	22*	1.2	M-THSU
			4.00						1.0	M-THSU						1.2	M-THSU

CONT'D

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ½ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ½ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS NIGHTWATCH-2-CONT'D			4.15				1.0*	25*	1.0	M-THSU				1.2*	26*	1.2	M-THSU
			4.30						1.0	M-THSU						1.1	M-THSU
			4.45				.9*	24*	.9	M-THSU				1.1*	24*	1.0	M-THSU
			5.30						1.1	M-THSU						1.1	M-THSU
			5.45				1.1*	24*	1.1	M-THSU				1.0*	21*	1.1	M-THSU
CBS CBS NIGHTWATCH-2-MO.(B)	1	2.30- 3.00AM	2.30	1,270	1.5	1,100	1.3	21	1.4	MON.							
			2.45						1.2	MON.							
CBS CBS NIGHTWATCH-2-TH.(B)	1	2.30- 3.16AM	2.30	1,610	1.9	1,270	1.5	20	1.8	THU.							
			2.45				1.7*	21*	1.6	THU.							
			3.00						1.2	THU.							
			3.15				1.2*	18*	1.1	THU.							
CBS CBS NIGHTWATCH-2-TU.(B)	1	2.30- 3.00AM	2.30	1,270	1.5	1,020	1.2	16	1.3	TUE.							
			2.45						1.2	TUE.							
CBS CBS NIGHTWATCH-2-WE.(B)	1	2.30- 3.00AM	2.30	1,100	1.3	1,020	1.2	16	1.3	WED.							
			2.45						1.1	WED.							
CBS CBS-NIGHTWATCH-2-MON(B)	2	2.30- 3.00AM	2.30								1,360	1.6	1,190	1.4	16	1.5	MON.
			2.45													1.4	MON.
CBS CBS-NIGHTWATCH-2-THU(B)	2	2.30- 3.00AM	2.30								1,440	1.7	1,270	1.5	18	1.6	THU.
			2.45													1.3	THU.
CBS CBS-NIGHTWATCH-2-TUE(B)	2	2.30- 3.00AM	2.30								1,190	1.4	1,100	1.3	16	1.3	TUE.
			2.45													1.3	TUE.
CBS CBS-NIGHTWATCH-2-WED(B)	2	2.30- 3.00AM	2.30								1,190	1.4	1,020	1.2	16	1.2	WED.
			2.45													1.1	WED.
NBC NBC NEWS DIGEST-M-F		>	8.45	13,410	15.8	13,410	15.8	22	15.8	M-F	12,900	15.2	12,900	15.2	21	15.2	M-F
NBC NBC NEWS DIGEST-2-M-F		>	9.45	13,160	15.5	13,160	15.5	22	15.5	M & W	13,410	15.8	13,410	15.8	23	11.6	M & F
			10.00													19.9	MON.
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,780	12.7	6,880	8.1	24	8.9	M-F	9,930	11.7	6,370	7.5	23	8.5	M-F
			11.45				8.6*	23*	8.3	M-F				8.1*	22*	7.7	M-F
			12.00						8.1	M-F						7.6	M-F
			12.15				7.7*	26*	7.2	M-F				6.9*	24*	6.2	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,990	4.7	3,400	4.0	19	4.2	M-TH	3,910	4.6	3,230	3.8	18	4.1	M-TH
			12.45						3.7	M-TH						3.6	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,370	7.5	3,230	3.8	16	5.4	FRI.	4,840	5.7	2,380	2.8	13	4.2	FRI.
			12.45				5.0*	17*	4.6	FRI.				3.6*	13*	3.0	FRI.
			1.00						3.8	FRI.						2.6	FRI.
			1.15				3.7*	16*	3.7	FRI.				2.5*	11*	2.4	FRI.
			1.30						2.9	FRI.						2.3	FRI.
			1.45				2.8*	15*	2.7	FRI.				2.2*	12*	2.1	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,890	3.4	2,460	2.9	18	3.2	M-TH	2,800	3.3	2,380	2.8	18	3.0	M-TH
			1.15						2.6	M-TH						2.6	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,780	2.1	1,610	1.9	20	1.9	M-F	1,530	1.8	1,440	1.7	17	1.7	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,290	2.7	2,120	2.5	18	2.5	M-F	2,120	2.5	2,040	2.4	16	2.4	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	7,640	9.0	7,640	9.0	27	9.0	M-F							
	2	>	2.45								7,470	8.8	7,560	8.9	28	8.8	M-F

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,530	1.8	1,190	1.4	15	1.2	M-F	1,530	1.8	1,270	1.5	15	1.3	M-F
			6.45						1.6	M-F						1.6	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,220	8.5	6,960	8.2	28	8.2	M-F	7,050	8.3	6,790	8.0	28	8.0	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,940	7.0	5,600	6.6	18	6.6	M-F	5,600	6.6	5,350	6.3	18	6.3	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,290	2.7	1,610	1.9	15	1.5	M-F	2,630	3.1	1,870	2.2	16	1.7	M-F
			6.45						2.4	M-F						2.7	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,080	4.8	4,080	4.8	15	4.8	MWF	4,500	5.3	4,500	5.3	16	5.3	MWF
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	5,260	6.2	3,570	4.2	10	3.9	TUE.							
			4.15				3.8*	10*	3.8	TUE.							
			4.30						4.5	TUE.							
			4.45				4.6*	11*	4.6	TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,970	3.5	2,460	2.9	17	2.9		4,160	4.9	3,740	4.4	22	4.4	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	5,260	6.2	4,580	5.4	17	5.4		5,940	7.0	5,090	6.0	20	6.0	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,750	5.6	4,250	5.0	15	5.0		5,180	6.1	4,410	5.2	16	5.2	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	5,690	6.7	4,840	5.7	16	5.7		5,520	6.5	4,840	5.7	18	5.7	
ABC PRO BOWLERS TOUR	1	2.30- 4.01PM	→GRID	8,320	9.8	4,840	5.7	14									
	2	3.00- 4.31PM	→GRID								8,660	10.2	5,350	6.3	16		
			4.00						6.3								
			4.30													6.5	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,890	3.4	2,550	3.0	18	3.0		3,480	4.1	3,140	3.7	19	3.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,330	5.1	3,740	4.4	19	4.4		5,090	6.0	4,670	5.5	23	5.5	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,770	6.8	5,430	6.4	20	6.4		5,860	6.9	5,430	6.4	21	6.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,030	7.1	5,090	6.0	17	6.0		5,350	6.3	4,920	5.8	18	5.8	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,160	4.9	3,740	4.4	12	4.4		4,410	5.2	3,740	4.4	14	4.4	
CBS CBS NCAA BASKETBALL-SAT	1	12.00- 2.07PM	→GRID	11,550	13.6	5,090	6.0	15									
			2.00				7.7*	19*	7.3								
CBS IN THE NEWS- 1.56PM	2	1.56- 1.59PM	1.45								3,570	4.2	3,230	3.8	10	3.8	
CBS CBS NCAA BASKETBALL-SAT	2	2.00- 4.07PM	→GRID								10,610	12.5	4,160	4.9	14		
			4.00											6.7*	18*	6.7	
CBS NBA ON CBS-SAT(S)	1	2.08- 4.39PM	→GRID	10,100	11.9	3,480	4.1	10									
			4.30				5.9*	13*	5.9								
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,990	4.7	3,820	4.5	26	4.5		3,990	4.7	3,910	4.6	23	4.6	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,750	5.6	4,410	5.2	23	5.2		4,250	5.0	4,080	4.8	20	4.8	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,810	9.2	7,560	8.9	27	8.9		6,960	8.2	6,710	7.9	25	7.9	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,390	8.7	6,960	8.2	23	8.2		6,540	7.7	6,200	7.3	23	7.3	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	5,010	5.9	4,670	5.5	15	5.5		3,990	4.7	3,820	4.5	13	4.5	
NBC NBC COLLEGE BASKETBALL	1	2.00- 4.13PM	→GRID	8,660	10.2	3,740	4.4	11									
			4.00				4.9*	11*	5.2								
			4.15						.6								
NBC NBC COLLEGE BSKBL 2-SAT.(S)	2	3.15- 5.08PM	→GRID								7,130	8.4	2,800	3.3	9		
			5.00											5.1*	12*	5.1	

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	2	6.30- 7.00AM	6.30														
CBS BUSCH CLASH(S)	2	1.00- 1.36PM	→GRID								6,450	7.6	4,840	5.7	16		
			1.30											6.6*	18*	6.6	
CBS CBS NCAA BASKETBALL-SUN	1	1.00- 3.05PM	→GRID	11,630	13.7	5,260	6.2	16									
			3.00						6.4								
CBS NBA ALLSTAR PRE-GAME(S)	2	1.36- 1.49PM	→GRID								5,940	7.0	5,430	6.4	17		
			1.45													7.1	
NBC NBC COLLEGE BASKETBALL-SU	1	1.00- 3.01PM	→GRID	6,790	8.0	2,720	3.2	8									
			3.00						4.0								
NBC HAWAIIAN OPEN GOLF-SUN(S)	2	4.30- 6.35PM	→GRID								10,610	12.5	5,010	5.9	12		
			6.30													6.4	